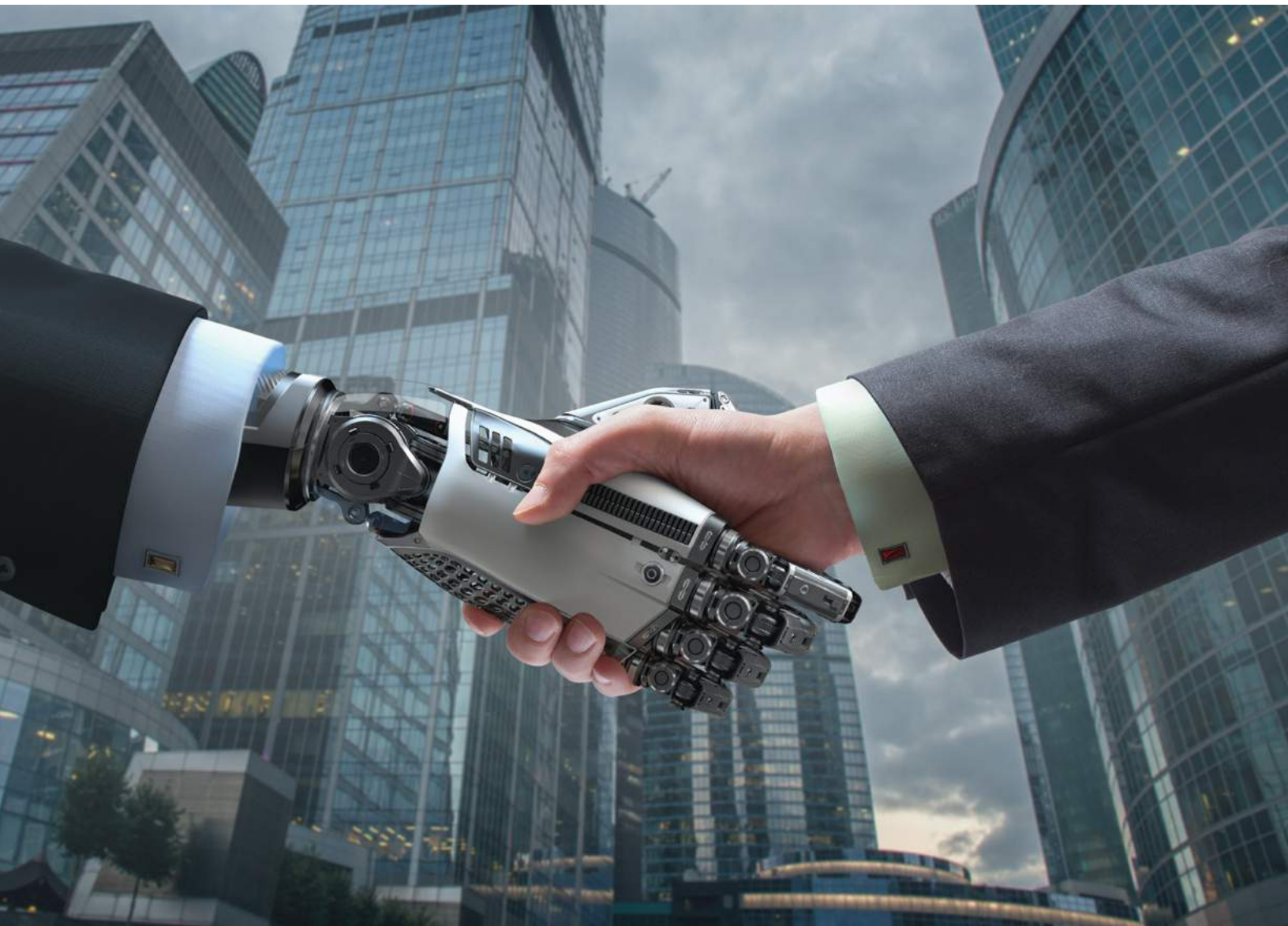# Artificial Intelligence
in the Nonprofit World

We all understand that artificial intelligence (AI) is beginning to permeate through all aspects of our work and personal lives. It is starting to impact every sector, including nonprofits. There is often the conversation about the digital divide, and it's an idea that can also exist in the philanthropic world between those organizations that have the resources to embrace the digital era, including AI, and those that cannot.

In the following guide, you'll learn how artificial intelligence is already impacting the nonprofit world. If you're interested in skipping to specific sections, you can click on the related link or simply read the guide from start to finish.

- **Artificial Intelligence in Action**
- **Artificial Intelligence and Nonprofit Operations**
- **Hiring Better Nonprofit Candidates for Your Organization**
- **How Artificial Intelligence Can Raise More Nonprofit Funds**

Artificial Intelligence in Action

In New York City, Crisis Text Line decided to embrace technology, and artificial intelligence more specifically, for the vital life-saving work they do. They were featured in an article that was published by the Stanford Social Innovation Review (SSIR).

At any hour of the day or night, any texter who is experiencing any crisis from any part of the United States can text the organization. The texter is connected with a human who is a trained crisis counselor and who responds to the texter through Crisis Text Line's secure online platform.

Crisis Text Line realized that they had to triage and prioritize texters who could be in a life-threatening moment and considering suicide. Because every second is crucial in helping someone on the verge of suicide, they needed to get through the 65 million texts they've received to see if they could associate any words to a high risk of suicide. According to the SSIR piece, they decided to use artificial intelligence to mine the enormous amounts of data, which would have been impossible to do by humans, to determine the words that were "most statistically associated with a high risk of suicide."

Because of AI, Crisis Text Line was able to find that the term "EMS" was the most predictive term in a potential suicide, even over the word "suicide." That understanding allowed the group to respond "to 94 percent of high-risk texters in fewer than five minutes."

Social Good and Artificial Intelligence
Savvy nonprofit leaders understand the importance and value of responsibly using artificial intelligence. According to the Brookings Institute, "there is a growing interest in artificial intelligence (AI), machine learning (ML), and data analytics in non-profit organizations." This interest is happening in the social good space, despite the reality that most nonprofits operate with limited resources.

Nonprofits have started to embrace artificial intelligence in various ways. The Crisis Text Line is only one way, but charities have begun to use AI to help them in their work in other ways. Organizations are using AI for anything from recruiting to finance to marketing and fundraising. Others are using chatbots through Facebook's Messenger to communicate, and still, other groups are using AI to help them in their programmatic efforts, as was the case with the Crisis Text Line.
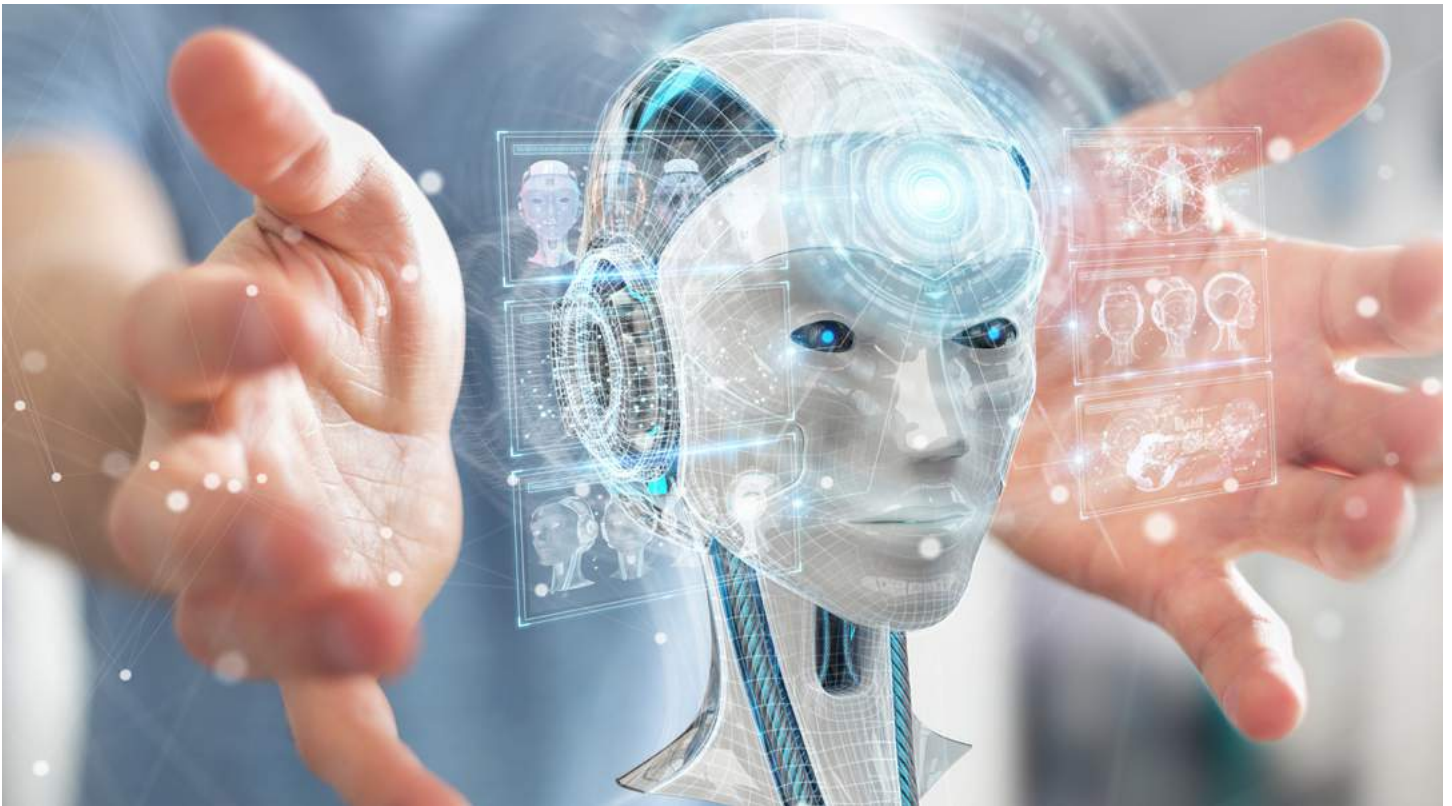
Let's Explore What AI Can Do for You
Artificial intelligence is revolutionary, and it has the power to significantly change the nonprofit landscape as it has already in changing the world. AI is in its infancy, but we all need to buckle up because things are developing quickly and the change that is happening is occurring at an unprecedented rate never experienced in human history. AI holds the potential to provide humans with many abilities only dreamed of before the modern era, or perhaps never even thought of in human conception.

This resource paper will explore the impact that artificial intelligence can have in the nonprofit sector, and even within your organization, in the following areas:

- Nonprofit administration and operations
- Human resources and recruiting
- Marketing and fundraising

We'll not only provide you with ideas, but we'll also offer you a few of the artificial intelligence tools on the market that you may find useful and beneficial for your nonprofit organization.

Artificial Intelligence and Nonprofit Operations

Operations and administration are vital for the growth of any organization, including nonprofits. In this section, we'll learn the different ways that groups are using artificial intelligence. While many people think that investment in technology can be substantial, the more that its democratized, the lower the cost. Chatbots which can be used through Facebook Messenger are an excellent example of this idea or the fact that CRM costs have declined with increased database usage in the sector by so many groups and their power and flexibility have only gotten better with time.

Let's take a look at how artificial intelligence can help your nonprofit organization strengthen its operations.

Slack Bots
One of the easiest things that can be done with the use of AI is to set reminders. Many businesses, including nonprofit groups, no longer have internal communications with the use of emails. One of the leading platforms that they use for internal group communications is Slack. If you're not familiar with this platform, it's a collaboration hub which makes communication and decision-making easy, especially in a world where people are on the go with their mobile devices and prefer to receive a quick notification instead of having to scroll through their email boxes.

On Slack, your team can use various bots to help them keep productive and organized. Some of the Slack bots include ones for reminders, scheduling of meetings and keeping track of time off and vacations. If you're interested, there are a whole host of additional bots that can help make your administration team much more effective, including Disco bot, which allows you to celebrate your organization's culture in real-time.

Chatbots
Nonprofit groups can also use chatbots to help them with the public. Because nonprofits tend to be small organizations, they have limited resources, including people. Chatbots help to relieve the time pressures of team members who are tasked with answering the telephone or replying to texts sent to the nonprofit.

Organizations that use chatbots allow for people who text or call their offices to first connect with artificial intelligence before a human gets involved, if necessary. In turn, it enables humans to stay on their tasks and avoid continual interruptions, especially within organizations that have a lot of external calls and communications. Facebook's Messenger is one of the known platforms offering chatbots to users, which may make a lot of sense for your organization since it's likely that you use the dominant social media platform to stay in touch with your audience.

Other AI Uses for Administration
Fundraisers and people who enter data understand the old adage "garbage in, garbage out," meaning that you want to make sure that your database has pristine information about donors, people you serve, finances, etc. A little later in this guide, we'll share with you some of the revolutionary information about Gravyty, which will only help you exponentially improve your fundraising. You'll also read in the next section how you can significantly enhance your recruiting practices with the use of artificial intelligence, and we'll tell you what we've used to hire some of the best people to join our shoe drive fundraising team in the history of our company!

However, before we get to all of that, there's one final thing that usually falls on the operations team, which is not easy and that's notetaking. Administrators are typically the designated notetakers during meetings, but there's a loss to team dynamics and interaction when you have people working as scribes. Voicea and Aloe can help you change that dynamic and allow everyone in your group to participate fully in any meeting without the worry of having to take notes. If you've been frustrated by this aspect of your nonprofit work, take a look at one of those platforms.

Next up is recruiting. There are a lot of immense changes happening in the recruiting world because of artificial intelligence, and we'll explore it a little further in the following section.

Hiring Better Nonprofit Candidates for Your Organization

For many years, nonprofits have had to deal with a revolving door of employees to their organization. However, with everyone who is hired and leaves, there can be significant expenses that are added to an organization's budget because it costs money to recruit new team members. And, unfortunately, because of the limited resources for most nonprofit groups, there can often be little to no money allocated to unexpected hiring.

Artificial intelligence can significantly change the playing field in your favor because it will help you to hire people who are most likely to fit into your organization——successfully. Platforms such as SmartRecruiters,

Jibe, and JobScore can all help you hire candidates who are a better match for your organization. At our social enterprise, we use HigherMe, and it's enabled us to recruit people on our team who have become the top performers.

Our Experience with AI in Hiring
Artificial intelligence can be compelling, and it's our internal policy to have a human involved in its use at every stage in the recruitment and selection process. For instance, AI can reject many candidates that don't score sufficiently well, especially during any video interviewing process, which can occur before any applicant even meets with a human.

For example, AI can "read" nonverbal cues or even words that should be said in a particular instance but are not, which can lower or increase a candidate's chances to move forward in the process. Most humans do not have the ability to pick up on subtle nonverbal cues, which is one of the reasons why interviews and resumes are poor predictors of future performance within a given organization. Nevertheless, it's crucial when you're using artificial intelligence to have human management and oversight.

We don't yet use video interviewing, but we have been using HigherMe to help our administrative group in recruitment. We've found it very beneficial because it's aided us in ranking and prioritizing every candidate since we started using the platform, and we've discovered some of the benefits to ourselves and the applicants to be as follows:

- Typically, candidates who have other jobs apply after-hours. One of the best features for applicants is that if they have a question about the recruitment process they do not have to send an email and wait for an answer. Instead, even if they are applying for a job in the middle of the night, with the use of AI bots, they can have basic questions about the application process answered in real-time, which is pretty impressive for job searchers.

- We've found our use of the HigherMe platform to be streamlined and efficient for us and also for potential employees. For groups that have an office with an open door policy, the platform also has the functionality to allow for prospective applicants to apply for a job posting through text if they happen to be in your offices and learned about an opening.

- The scheduling for any candidates whom we want to see happens effortlessly with the use of AI within the HigherMe platform. The use of this kind of technology has saved a lot of time for our administrative and management team because, in the past, it used to be back and forth telephone calls or emails. Instead, an applicant we select is sent a notification and they self-select a time in the ones we've provided when they can visit our offices.

- Finally, another benefit to candidates is that most of these platforms have easy integration with some of the top job search tools, such as Glassdoor and Indeed.

Every candidate who applies to one of our job postings receives a percentage score. The higher the score, the better the candidate in the view of AI. However, as we've mentioned, we make it a point to have a human go through all of the applications. The rankings that we use, which help us prioritize who we want to see first, second, etc., include scoring based on distance from their home to our office, availability during work hours, and their answers to questions relevant to the open job posting.

While our team enjoys the ability for AI to rank candidates for us, which saves a lot of time in comparing and contrasting skill sets and experience, as a matter of ethics and integrity, as we mentioned, a human oversees the process——and also every resume submitted to ensure that we agree with the AI cores and rankings. That said, we've experienced a higher caliber of employees who've joined our team, we've saved money in the recruiting process and have it's been much more time-efficient as well.

How Artificial Intelligence Can Raise More Nonprofit Funds
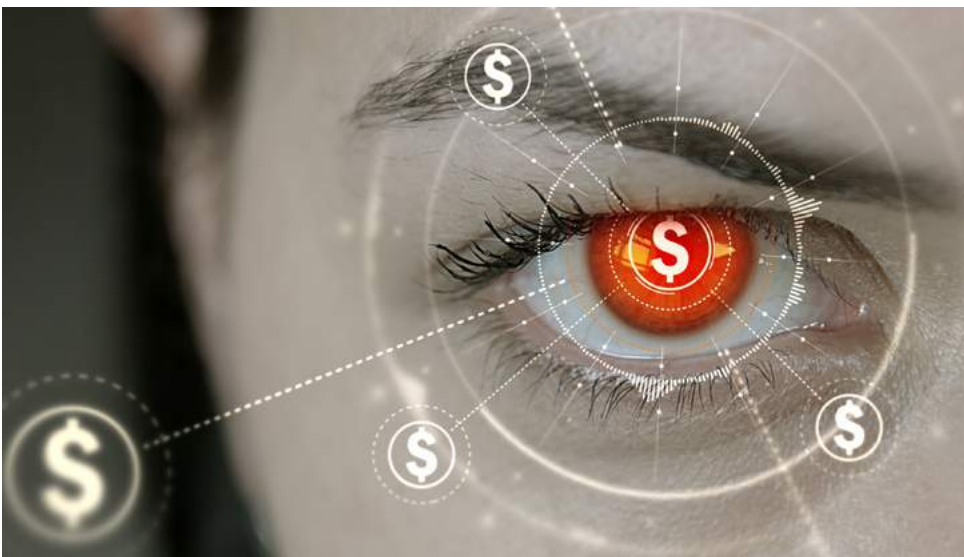
In 2017 The Chronicle of Philanthropy chose the platform, Gravyty, as the top "New Fundraising Idea that Worked." Since then, there has been much interest by the media, including Inc. and nonprofits like Cure Alzheimer's Fund, Youth Villages, and United Way. These charities are among others that have selected Gravyty to help them increase critical fundraising dollars with the use of artificial intelligence.

In its work with Cure Alzheimer's Fund, which is what was featured in The Chronical of Philanthropy, the artificial intelligence platform from Gravyty helped them increase their fundraising dollars by an exceptional 49 percent, or $2 million, during its first year. The organization was seeking to expand its donor base, and with a small team of three professionals, they felt that using predictive analytics software to understand its data deeply was the way to go.

So, what's all of the fuss about using AI for fundraising?

With platforms such as Gravyty, data (which is an essential asset for any nonprofit organization) can be analyzed in ways that allow every donor to be treated as an individual, not just part of a segment of donors. That ability is usually done at the major gift level with a small group of donors, because taking general donors and treating each of them differently from everyone else has not been a cost-effective approach, until now.

Gravyty and other fundraising platforms using AI can understand giving patterns; in other words, they can learn what triggers someone to contribute and when they are likeliest to do it. Then, with the predictive analysis, it can create custom asks for each donor. Gravyty will write the ask-driven email with the use of what it's learned about the donor and the language that will help compel someone to give. Gravyty will also create a plan for fundraisers, so they know exactly when to reach out to donors for stewardship and follow-ups. In other words, it takes all of the "art" out of fundraising and with the use of technology, any fundraiser can become a master fundraiser——just allow Grvyty to do the analytic work.

Gravyty is only one company changing the fundraising landscape in the nonprofit world. Other leaders are [Cloud for Good](#) and [Intelligence for Good](#).

Salesforce and Blackbaud Artificial Intelligence
Cloud for Good was developed by Salesforce, which is a strong competitor to Blackbaud and its suite of CRM and digital tools. Salesforce has positioned itself in the marketplace to be an ethical market leader, and is [a Certified B-Corp](#) and considered one of the [fastest growing companies](#).

Cheryl Porro, SVP for Technology and Products, stated the company's philosophy in a post called, ["AI for Good: Principles I Believe In."](#) The principles for the ethical use of AI for Salesforce include: 1) Being of benefit; 2) Human value alignment; 3) Open debate between science and policy; 4) Cooperation, trust, and transparency in systems and among the AI community; and, 5) Safety and responsibility.

Their product, Nonprofit Cloud, offers nonprofits a 360 degree understanding of how they can ensure the success of their missions by obtaining more funds from donors who are taken on an individualized journey. Like Gravyty, Nonprofit Cloud helps ensure that no two donors are treated the same and that a charity can convey the messaging, at the right time, that will move a supporter to give to the organization. Salesforce's Nonprofit Cloud [performance statistics](#) in helping nonprofits are impressive: 24 percent increase donor retention, 36 percent increase in constituent engagement, and 89 percent of their clients believe that the platform has played an essential part in fulfilling their missions.

Intelligence for Good is Blackbaud's system, and those who have been in the nonprofit sector know that Blackbaud has a sizable market share. It stands to reason that Blackbaud is also investing in artificial intelligence and helping their nonprofit clients to use its product, Intelligence for Good, to help them raise increased fundraising dollars.

Because of its massive footprint in the industry, Blackbaud says that it has the "world's largest philanthropic data set," which they view as a competitive advantage. They "Social Good Scientists" have been informed by the data that they process through their CRMs and other platforms in the building of Intelligence for Good. Further, their AI is self-learning, cloud-based and is both predictive and also prescriptive.

These are just three of the leading tools for fundraising, with other certain to be created. We are at the dawn of the digital age, and things are now going to happen at speeds never seen in the course of human history. Our team believes that the times when the nonprofit sector and social good can rely on history are finished. Artificial intelligence alone is game-changing and with technology that learns from the past and is also far superior to humans to analyze and perform, the landscape of the nonprofit sector——as in society——is on the cusp of massive amounts of change.

What will exist in only five years will be immensely different than what is available today. For instance, if artificial intelligence can create and produce all of the cultivation, solicitation and stewardship work that up to now has been done by professional fundraisers, what does it mean about the future of fundraisers? Will they be needed if AI can tailor a program to every donor, even if a nonprofit's database is extensive and in the thousands? If artificial intelligence can process through candidates in recruiting and know with incredible levels of accuracy which people will be best suited for a job at a nonprofit, will there be a need for a human resources team? These are ethical and philosophical questions, but issues the nonprofit sector is already grappling with in the industry. It is only the beginning of a brave new world.

We hope that this guide produced by our team the nation's largest shoe drive fundraising social enterprise has provided you with some new insights and idea. Stay tuned to this space for more guides such as this one and also 25+ Unique and Easy Fundraising Ideas, that will help you remain ahead of the curve in your nonprofit.
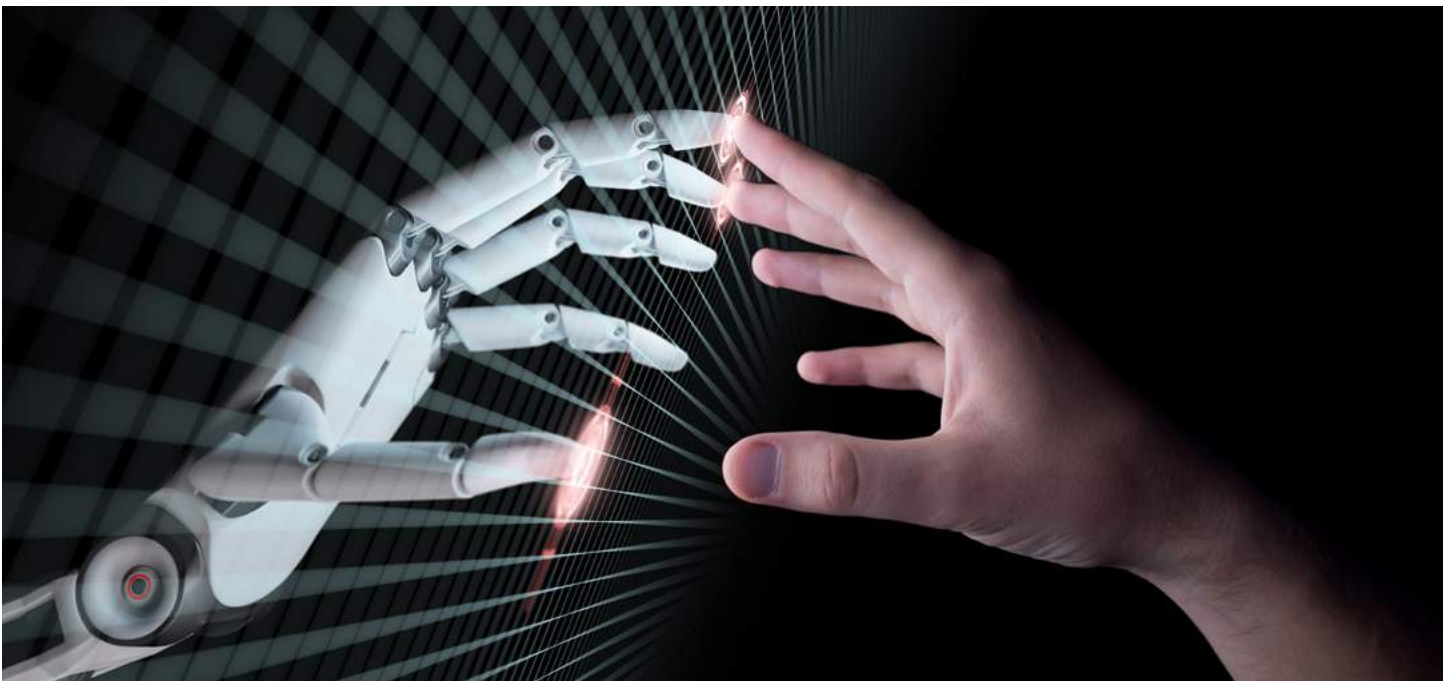
Funds2Orgs Group

The story of the <u>Funds2Orgs Group</u> developed through years of hard work tied to a big vision. It started with a single shoe that washed ashore after the 2004 Indian Ocean tsunami. At the time, Wayne Elsey was the president of an international shoe manufacturing company, but the life that shoe represented after the tsunami inspired him to become a social entrepreneur and make a difference in the world.

Wayne went on to establish one of the largest nonprofits in the United States, Soles4Souls, helping people affected by some of the world's most significant natural disasters, including the Indian Ocean tsunami, Hurricane Katrina and the 2010 earthquake in Haiti, sending over 20 million pairs of shoes to people and places hurt by natural disasters. His organization also worked to create economic opportunities for micro-entrepreneurs living in poverty in developing nations.

But, some people are just not satisfied. That's Wayne. After he resigned from Soles4Souls, he thought there was a way to help organizations raise money and make a global impact. He created Funds2Orgs with a team of dreamers who believe they too could change the world with him. That single for-profit social enterprise eventually developed into the Funds2Orgs Group, which includes the Sneakers4Funds, Shoes With Heart and Cash4Shooz brands.

The core of the Funds2Orgs Group business model is shoe drive fundraisers. The other components are to provide economic opportunities for micro-entrepreneurs in developing nations and to help the environment by repurposing shoes. The Funds2Orgs Group helps YOU raise money with creative fundraising ideas, without asking for money or selling anything.

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