



THE ROME GROUP
insights, strategies, solutions

PHILANTHROPIC LANDSCAPE

LEVERAGING TECHNOLOGY

for
RADICAL CONNECTION



AUGUST 29, 2024
7:30 AM -10:00 AM
COCA BERGES THEATRE



Wifi Network: COCA-Guest
Wifi Password: W3lcome@2024!

Welcome

Dayna M. Stock, Ph.D
CEO, The Rome Group

Welcome from COCA

Indigo Sams, President & CEO
COCA



Our Mission:

Strengthening the nonprofits that strengthen our communities

Our Vision:

**Stronger Nonprofits.
Stronger Communities.**

Our Work:

- Fundraising
- Planning
- Operations

Agenda

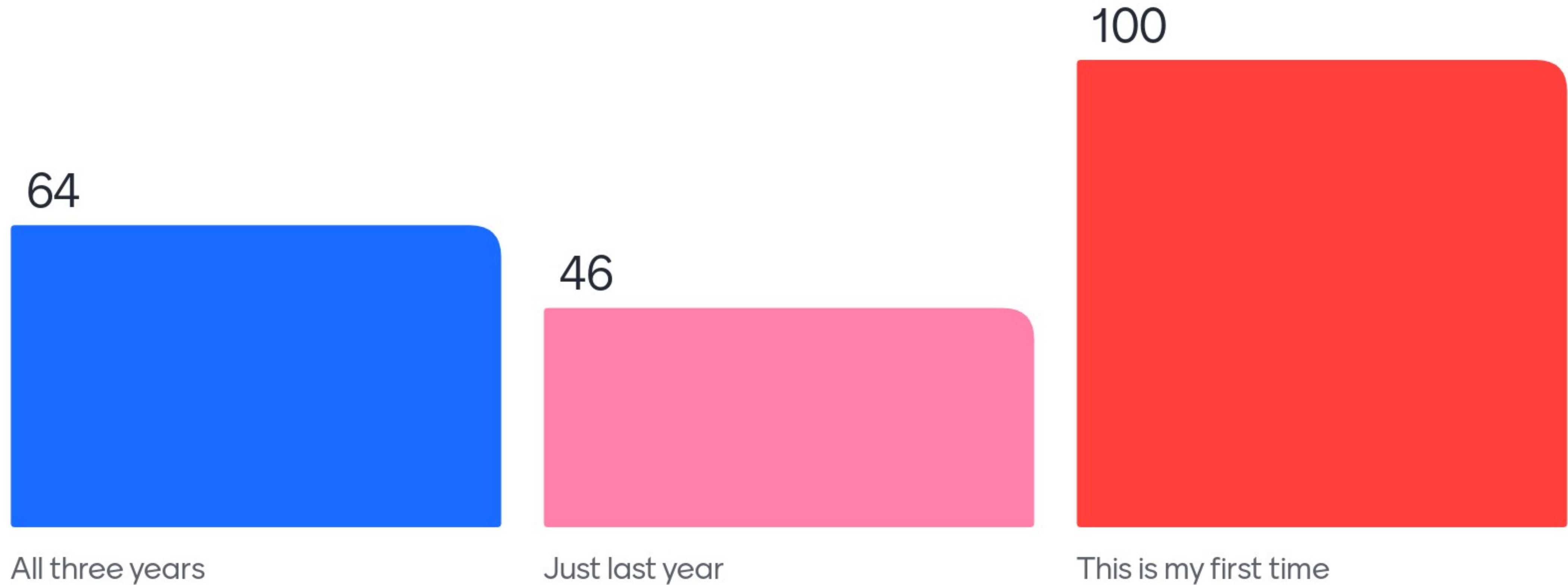
- I. National & Local Philanthropic Trends
- II. Keynote Address



Access & Engage with the Presentation **HERE:**



Since COVID, how many years have you attended the Philanthropic Landscape?



National and Local Philanthropic Trends



Giving USA™

A public service initiative of The Giving Institute



THE Giving Institute®

Shared intelligence. For the greater good.

Giving USA

2024

The Annual Report on Philanthropy for the Year 2023



Researched and written by

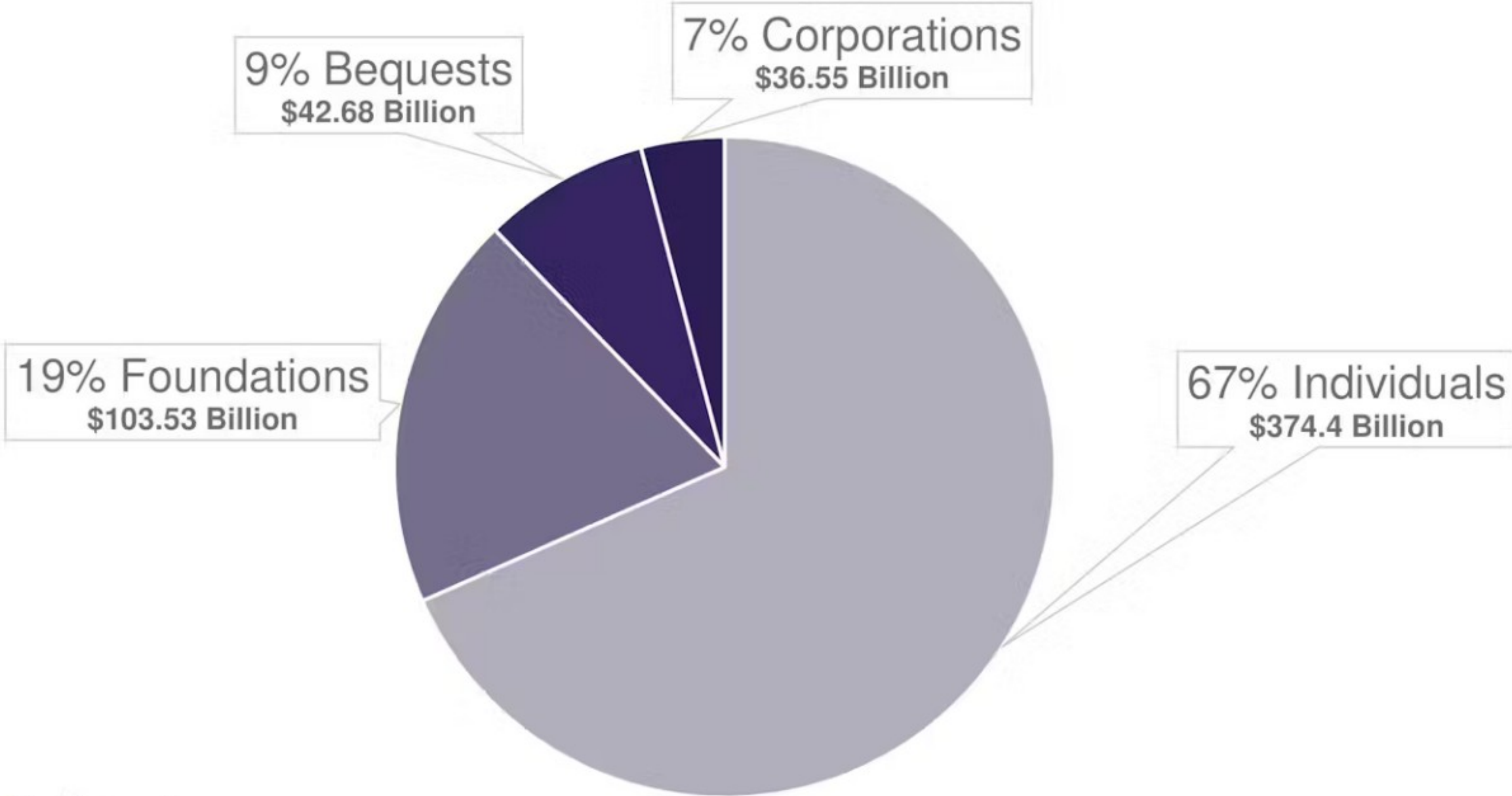


LILLY FAMILY SCHOOL OF PHILANTHROPY INDIANA UNIVERSITY



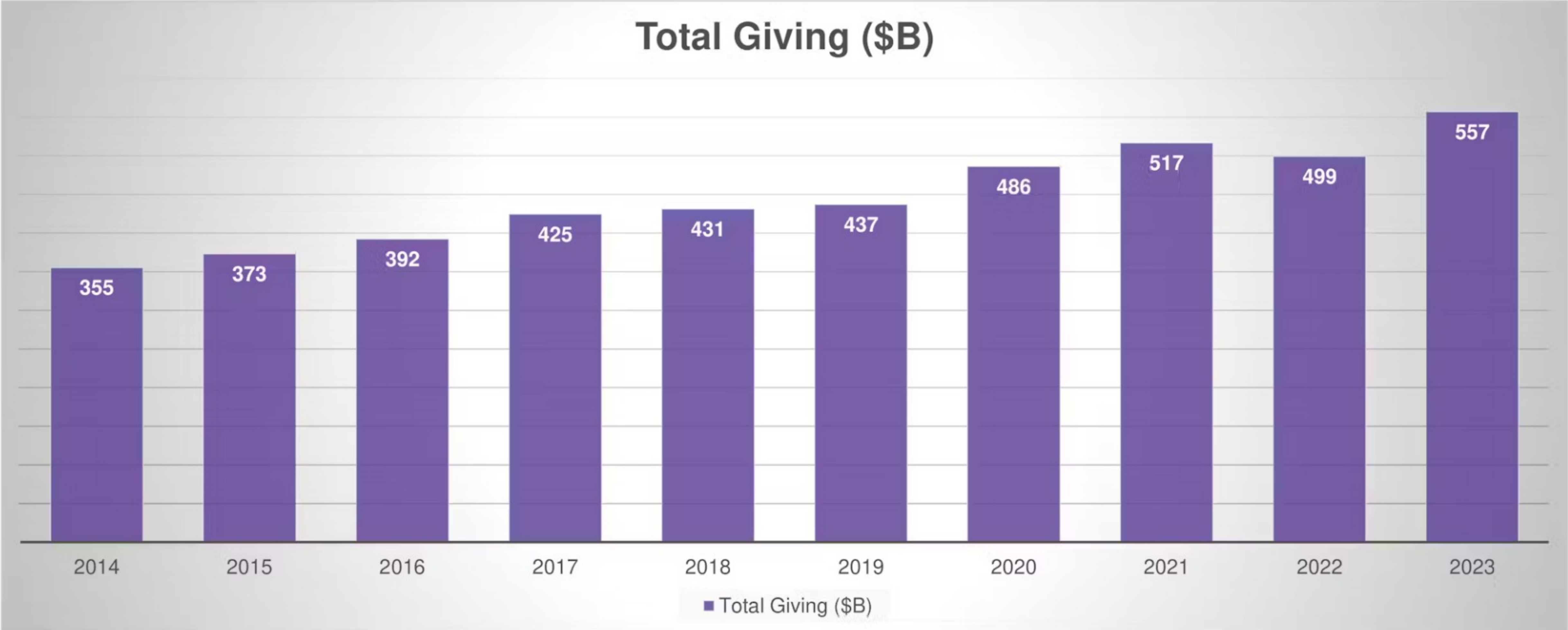
Researched and written by LILLY FAMILY SCHOOL OF PHILANTHROPY INDIANA UNIVERSITY

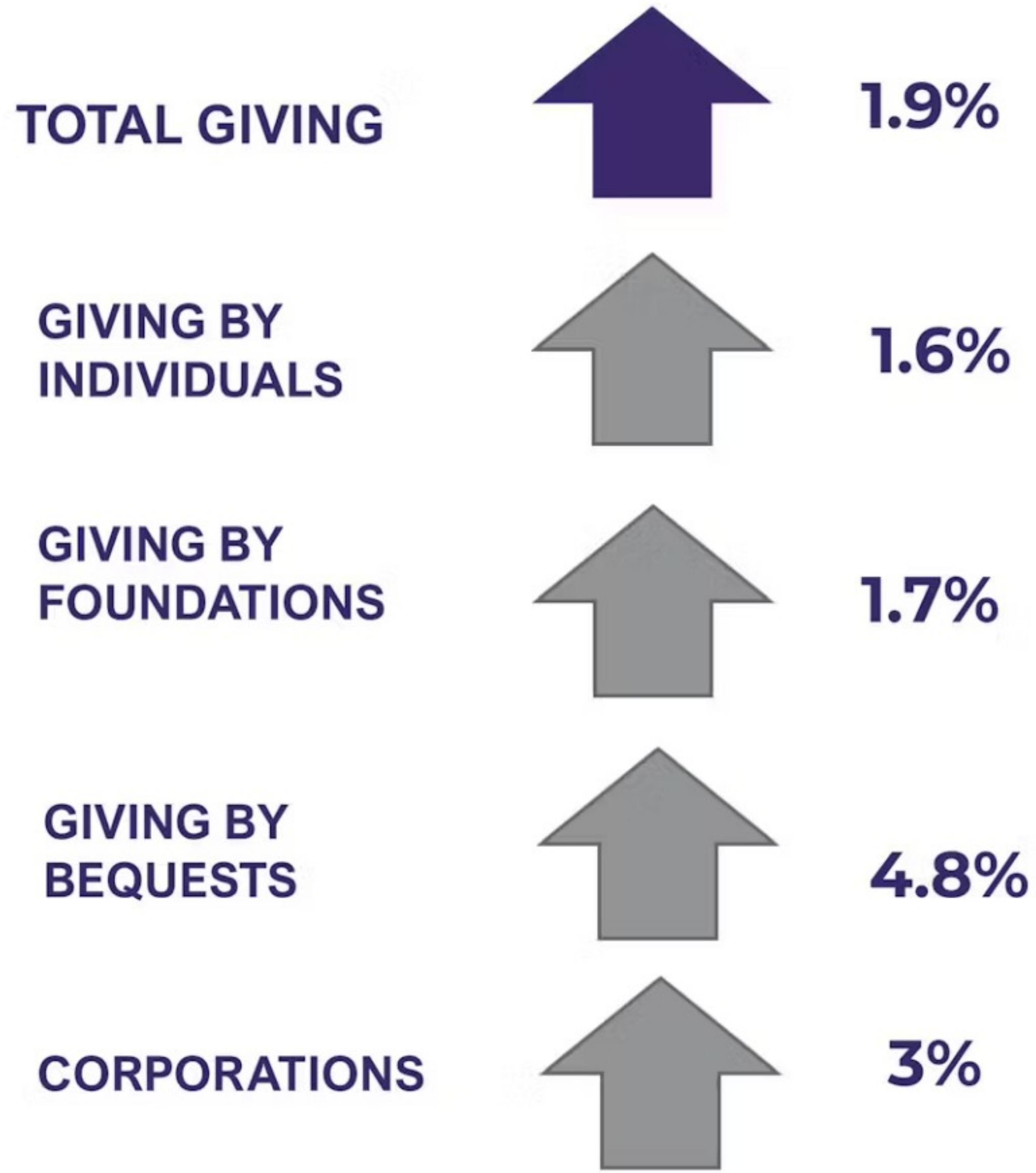
In 2023, Americans gave \$557.16 billion to charity.



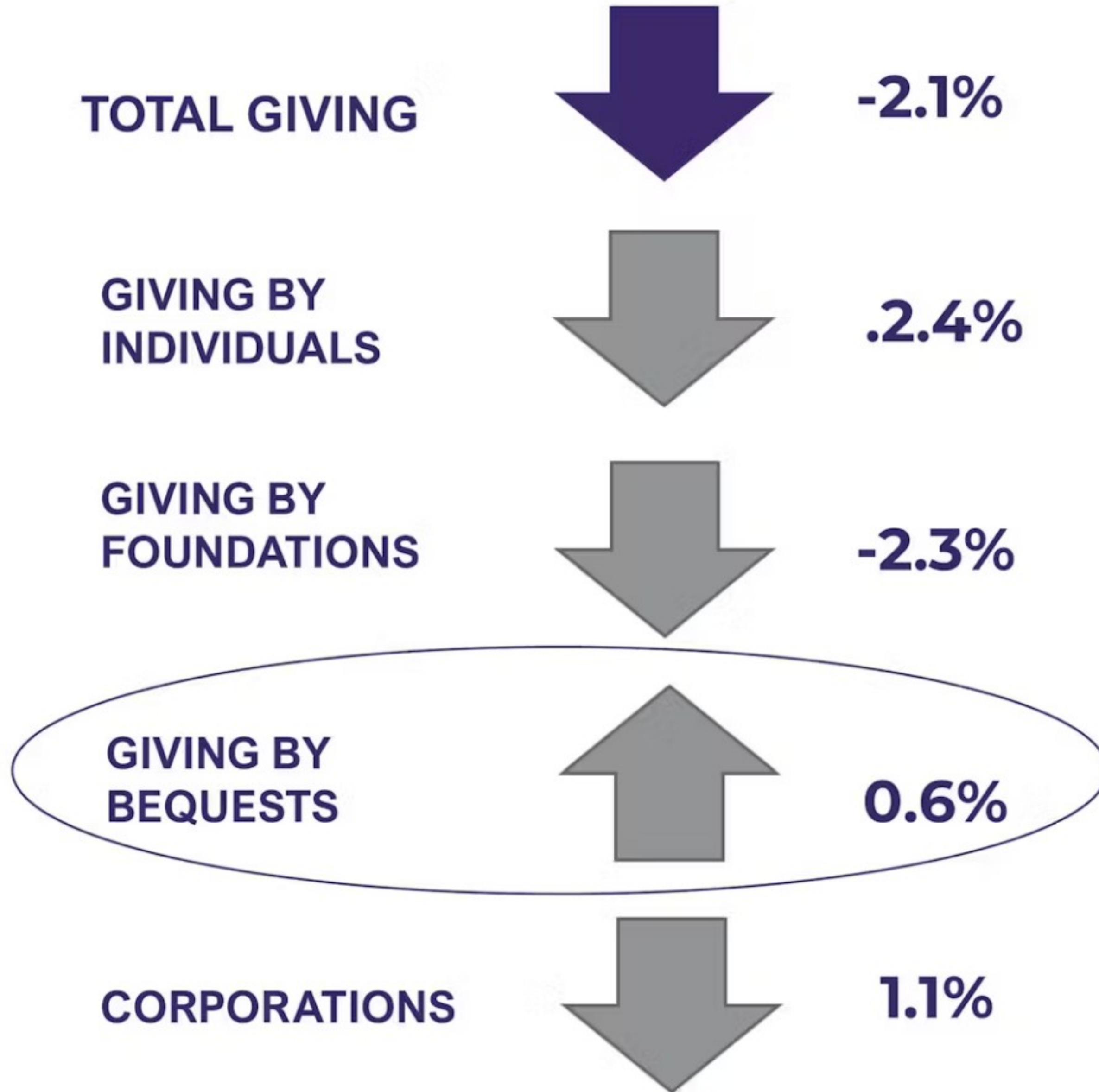
Source: Giving USA 2024: The Annual Report on Philanthropy for the Year 2023

Total Giving 2014-2023 (shown in current dollars)





Changes in giving by source 2022-2023 (in current dollars)



Changes in giving by source 2022-2023
(in inflation-adjusted dollars)

Changes in recipient type

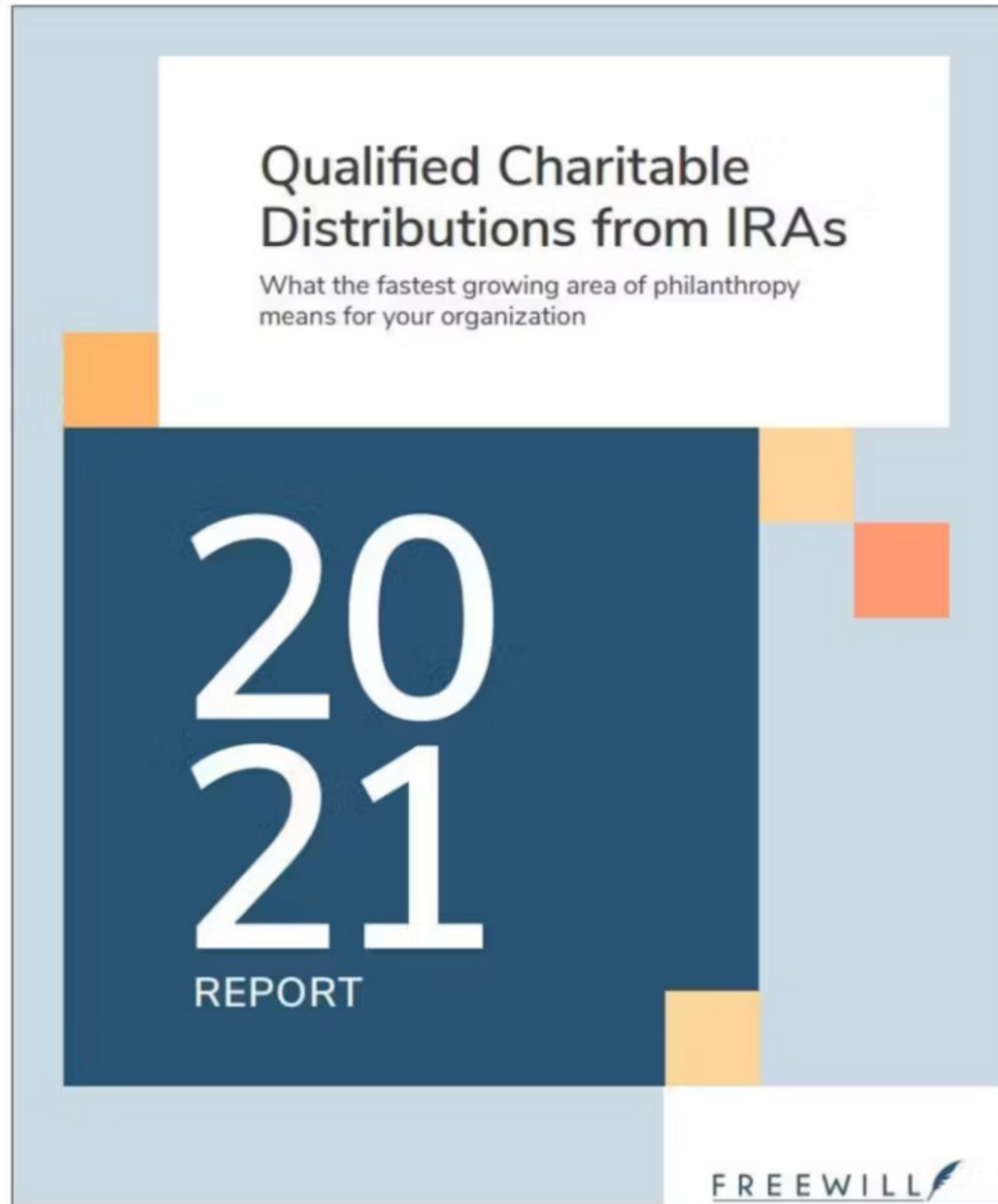
(% change reflects current dollar totals)

Sub Sector	Dollars in billions	% share of total	% change from 2022
Religion	\$145.81	24	3.1
Human Services	\$88.84	14	5.8
Education	\$87.69	14	11.1
Foundations	\$80.03	13	15.4
Public-society benefit	\$62.81	10	11.6
Health	\$56.58	9	8.7
International Affairs	\$29.84	5	2.5
Arts, culture & humanities	\$25.26	4	11.0
Environment/animals	\$21.20	3	8.2

Source: *Giving USA 2024: The Annual Report on Philanthropy for the Year 2023*

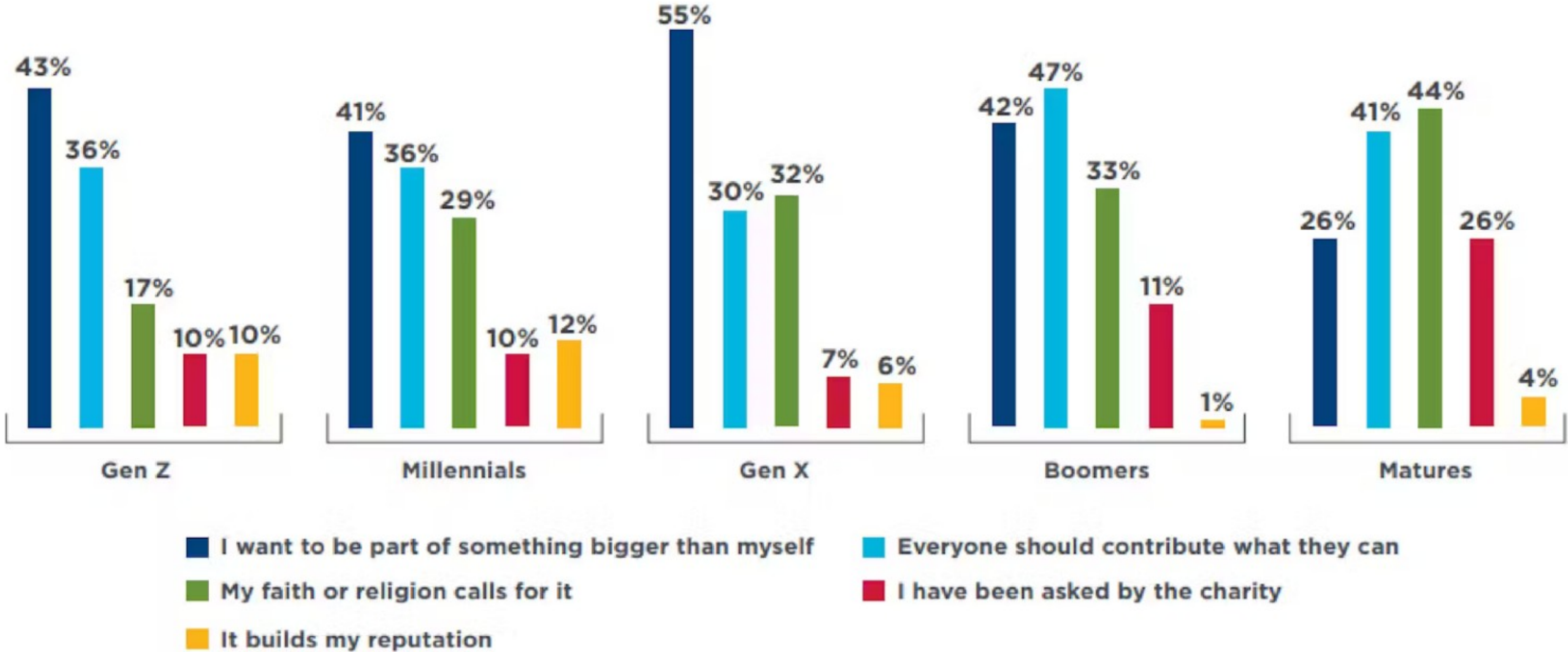
Making Sense of the Numbers

- Largest source of giving continues to be individuals
- Develop strategies for different donor segments



Nonprofits that marketed QCDs at least three times in 2021 were **3.2 X more likely to receive 10 or more gifts.** And if they did any marketing outreach at all, they are **50% more likely to receive even one gift.**

Among participants that increased donations



Give.Org Donor Trust Report 2023

- Among Boomers who stopped contributing, 76.9% said they could not afford to, as compared to only 27.3% of Gen Zers.
- Younger participants say they don't feel like they have been asked or don't feel connected to the soliciting charity.

Making Sense of the Numbers

- Largest source of giving continues to be individuals
- Develop strategies for different donor segments
 - By age
 - **By length and strength of relationship**
- Urgency driven by the Great Wealth Transfer



Local Philanthropy

The Rome Group 2024 Philanthropic Landscape Nonprofit Survey

May 3- June 13, 2024

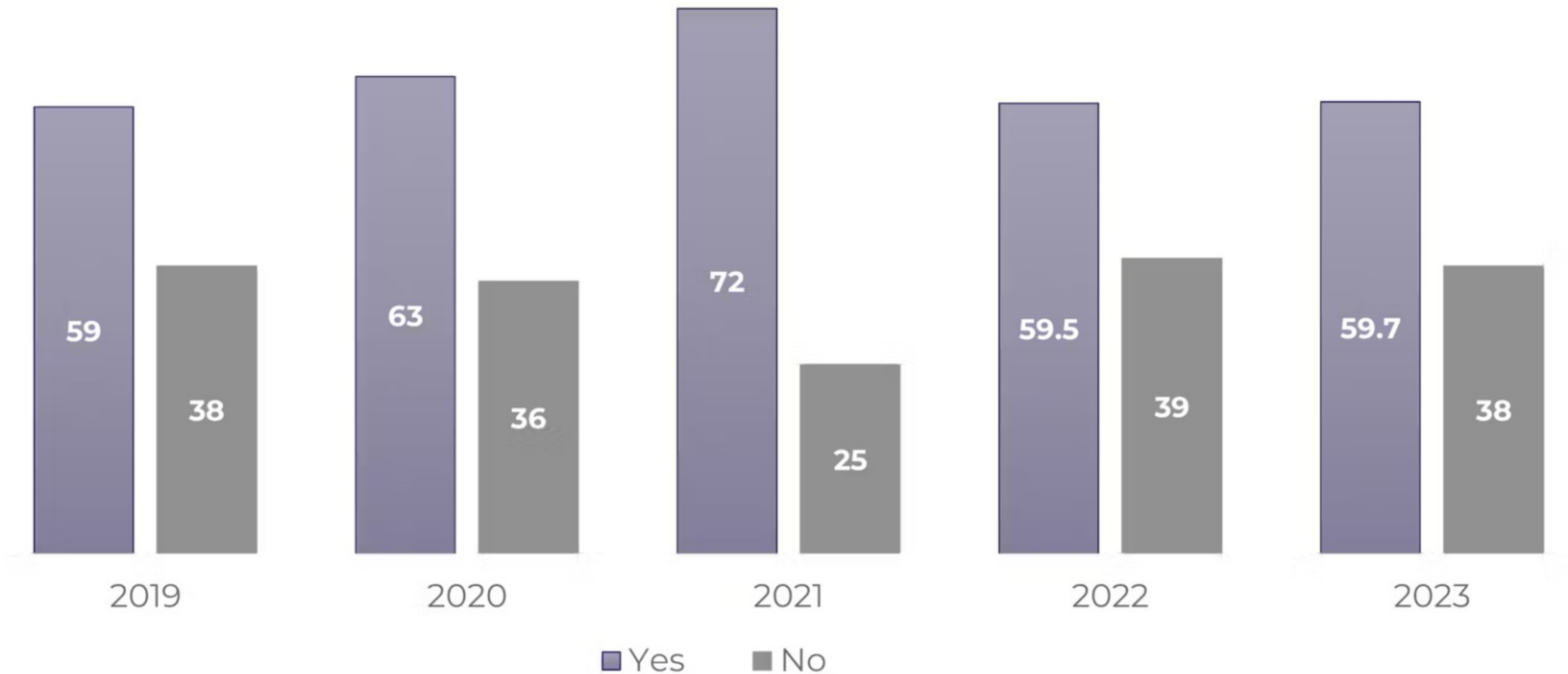
206 responses



59.7% of local nonprofits reached their 2023 fundraising goal.

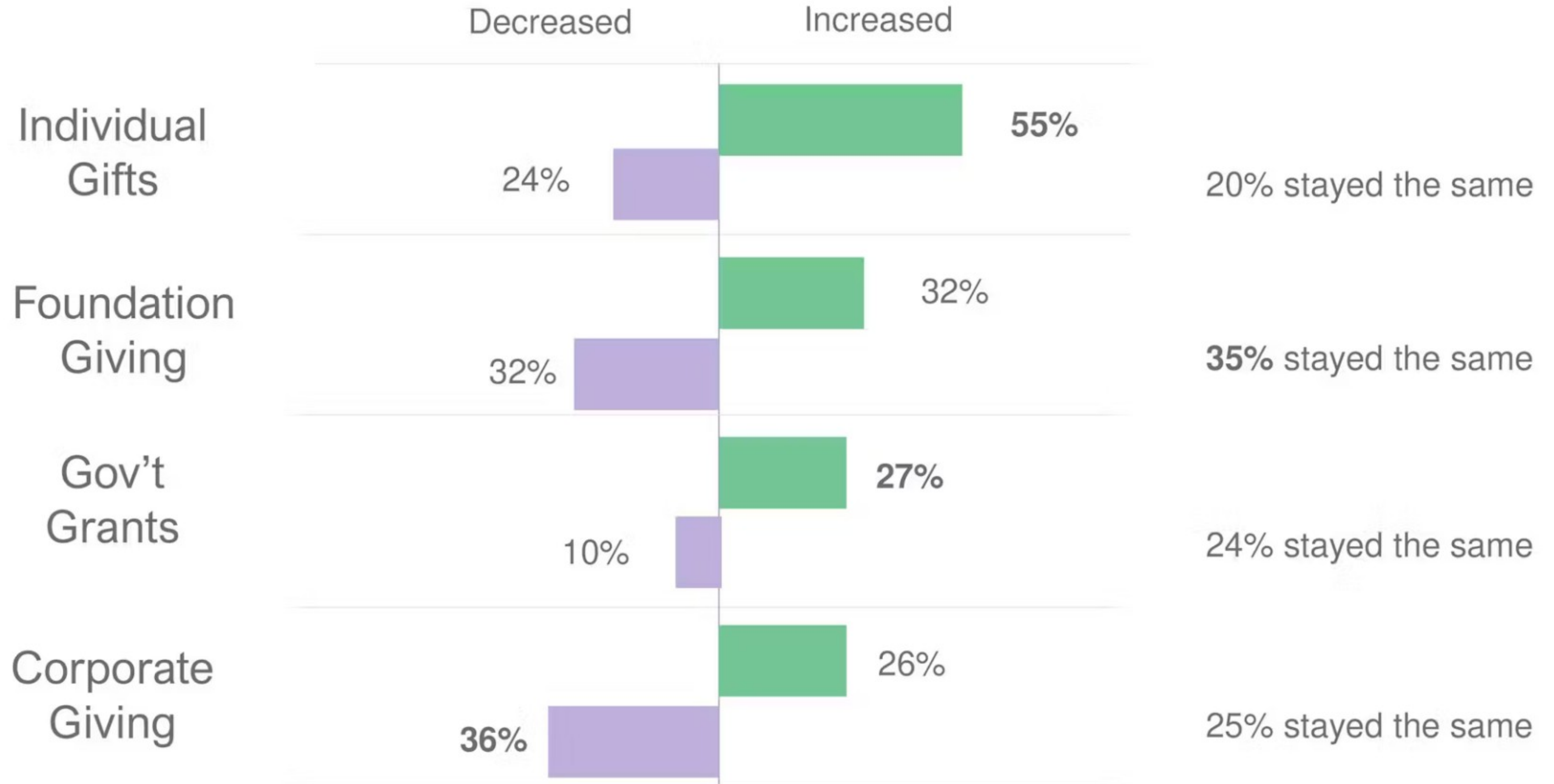
Source: The Rome Group 2024 Philanthropic Landscape Survey, May 3 - June 13 2024, n=206

Did your organization reach its fundraising goal?

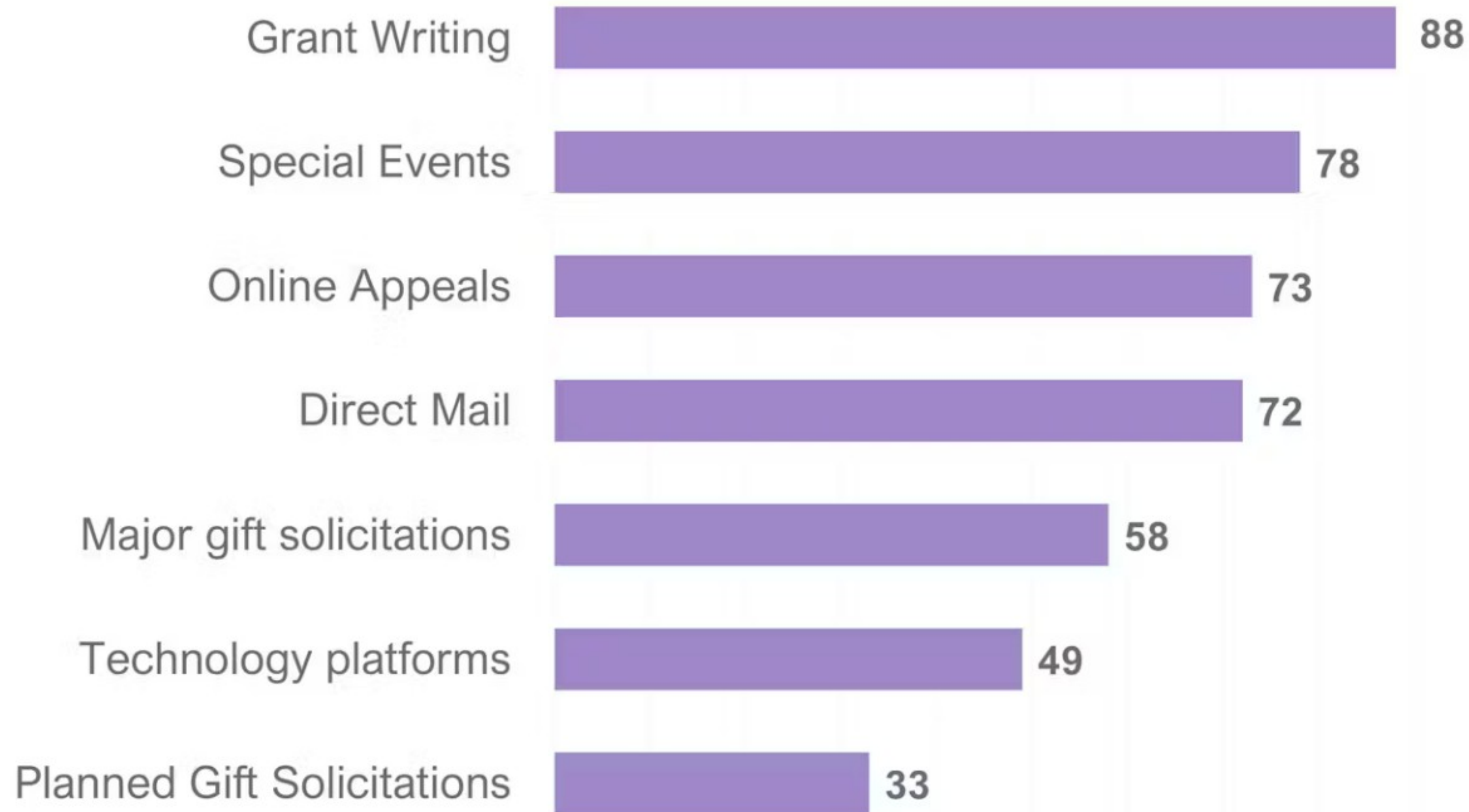


Source: The Rome Group 2024 Philanthropic Landscape Survey, May 3-June 13, 2024. n=206

Local nonprofits reporting changes, by source



Strategies Used in Fundraising Efforts



Source: The Rome Group 2024 Philanthropic Landscape Survey, May 3-June 13, 2024. n=206

Most Effective Fundraising Strategies

Grant Writing

Major Gift Solicitations

Special Events

Direct Mail

Today's Headlines

- Giving increases but fails to keep pace with inflation
- Marketing QCDs shown to boost fundraising
- Younger donors want to be part of something bigger than themselves
- Almost 60% of local nonprofits reported reaching their 2023 fundraising goals

The Rome Group Nonprofit Career Board

Over 720 jobs posted this year (through mid-August)

Currently:

53

Development
Roles

21

Program/
Operations
Roles

9

Executive
Leadership
Roles

Access & Engage with the Presentation **HERE:**

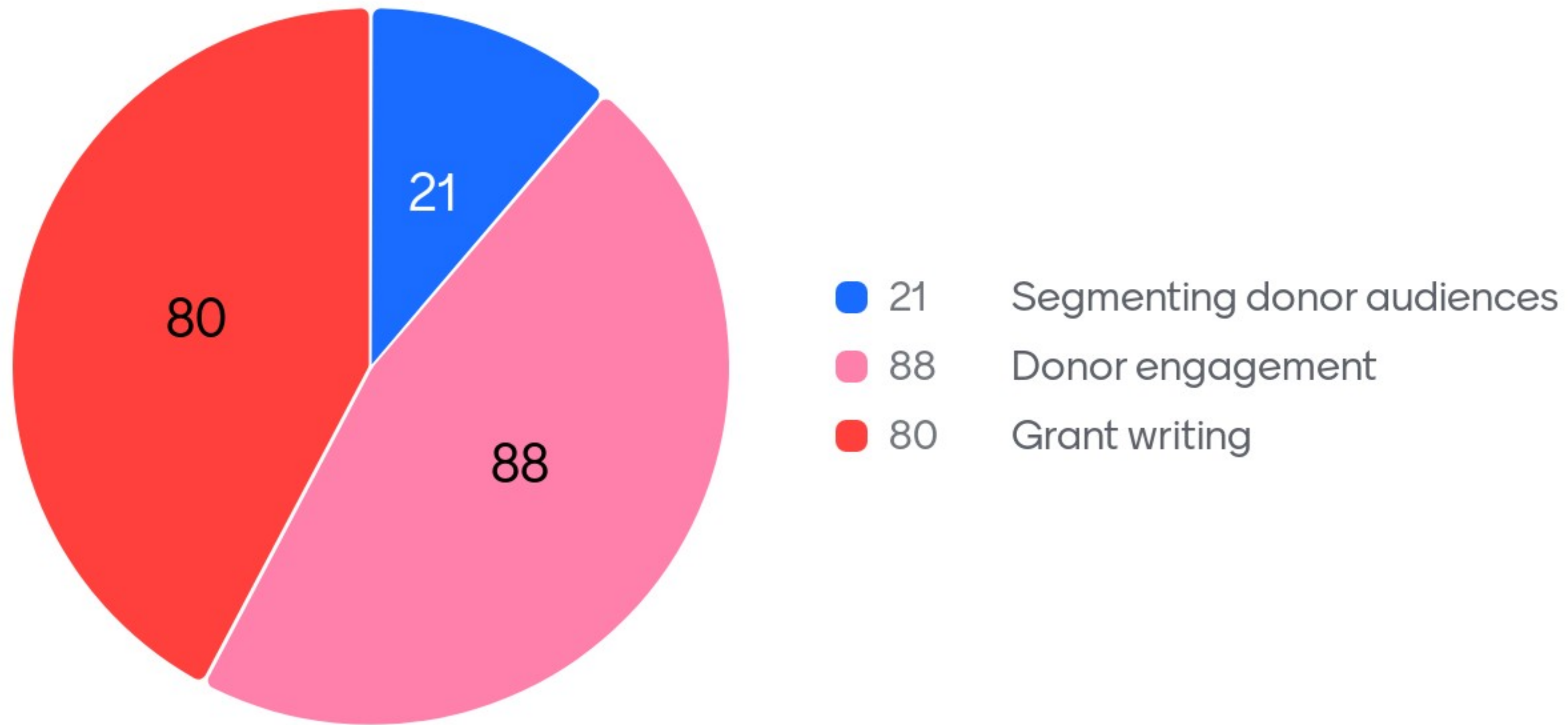


What are your overall feelings about utilizing AI in the workplace?

447 responses



How do you use AI in the workplace?



PHILANTHROPIC LANDSCAPE



Keynote Speaker:

Nathan Chappell,

MBA, MNA, CFRE

Senior Vice President,
DonorSearch AI



LEVERAGING TECHNOLOGY FOR **RADICAL CONNECTION**

Nathan Chappell, MBA, MNA, CFRE

SVP, DonorSearch AI

Founder, Fundraising.AI



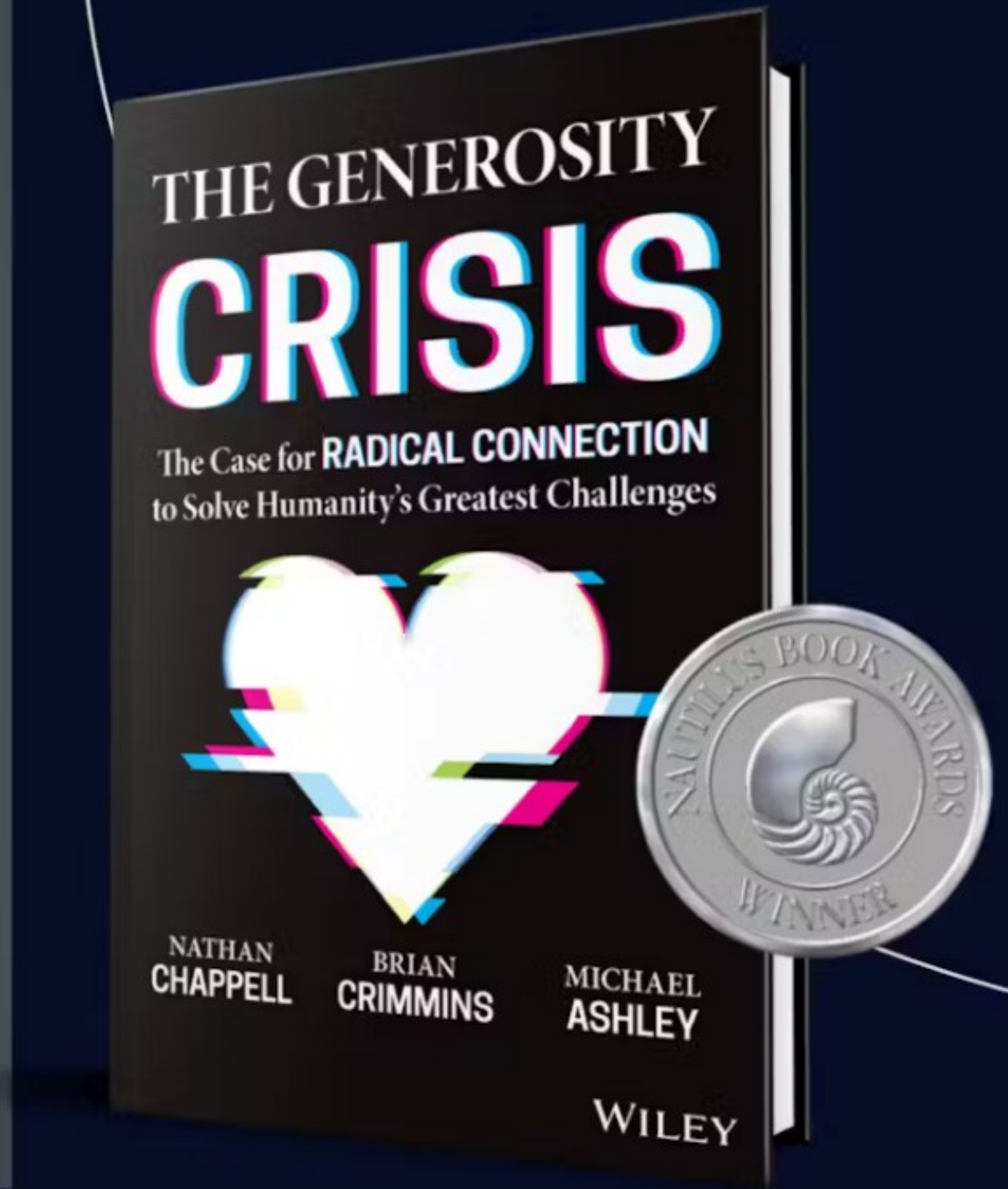
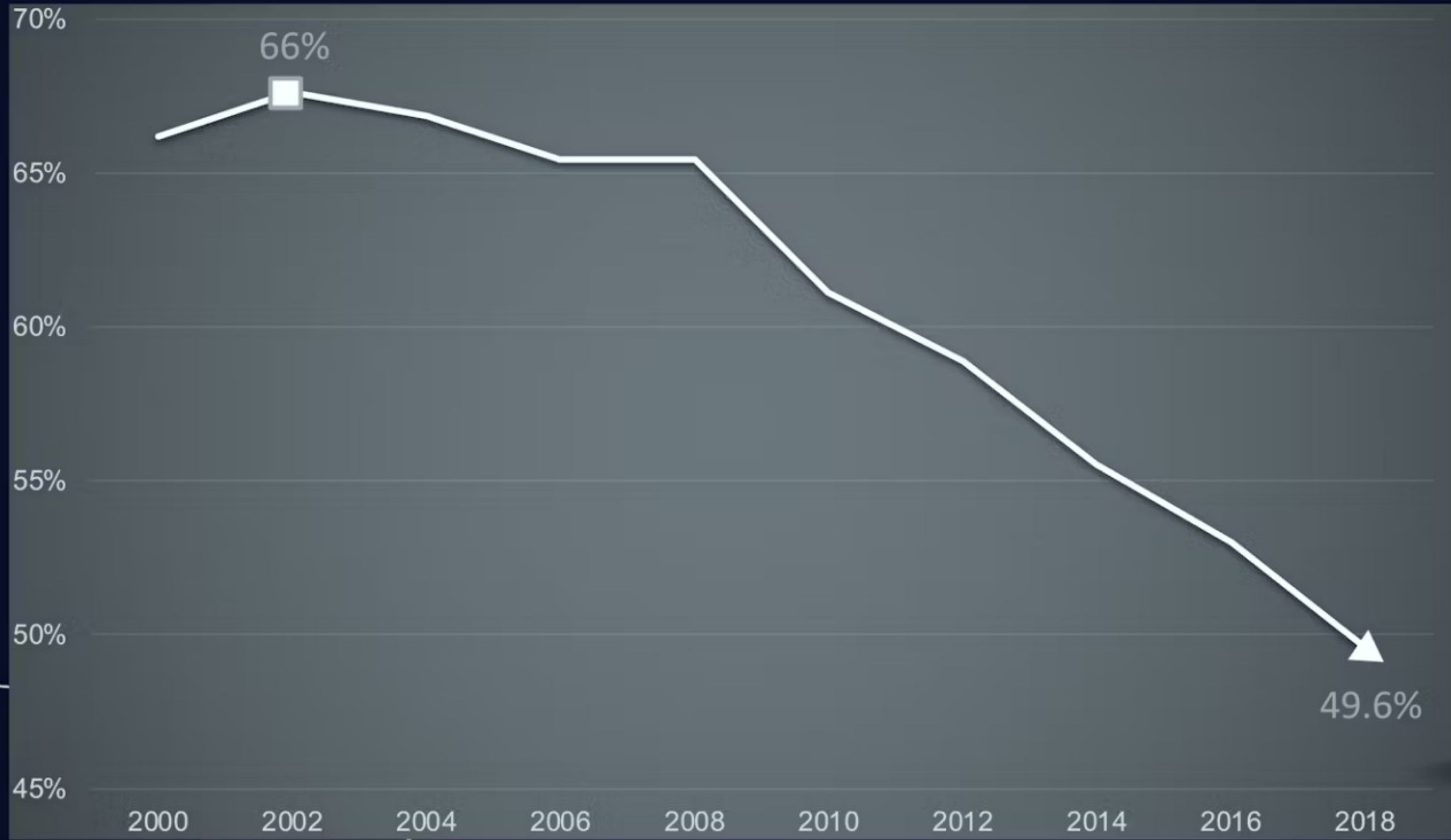
**The need for transformation in philanthropy
has never been greater.**



Donors and prospects have **more options** to give, **trust less**, are **highly distracted** and have a **25% shorter attention span**.

How much has our **approach** shifted?





Percentage of Households that Give to Nonprofit Orgs

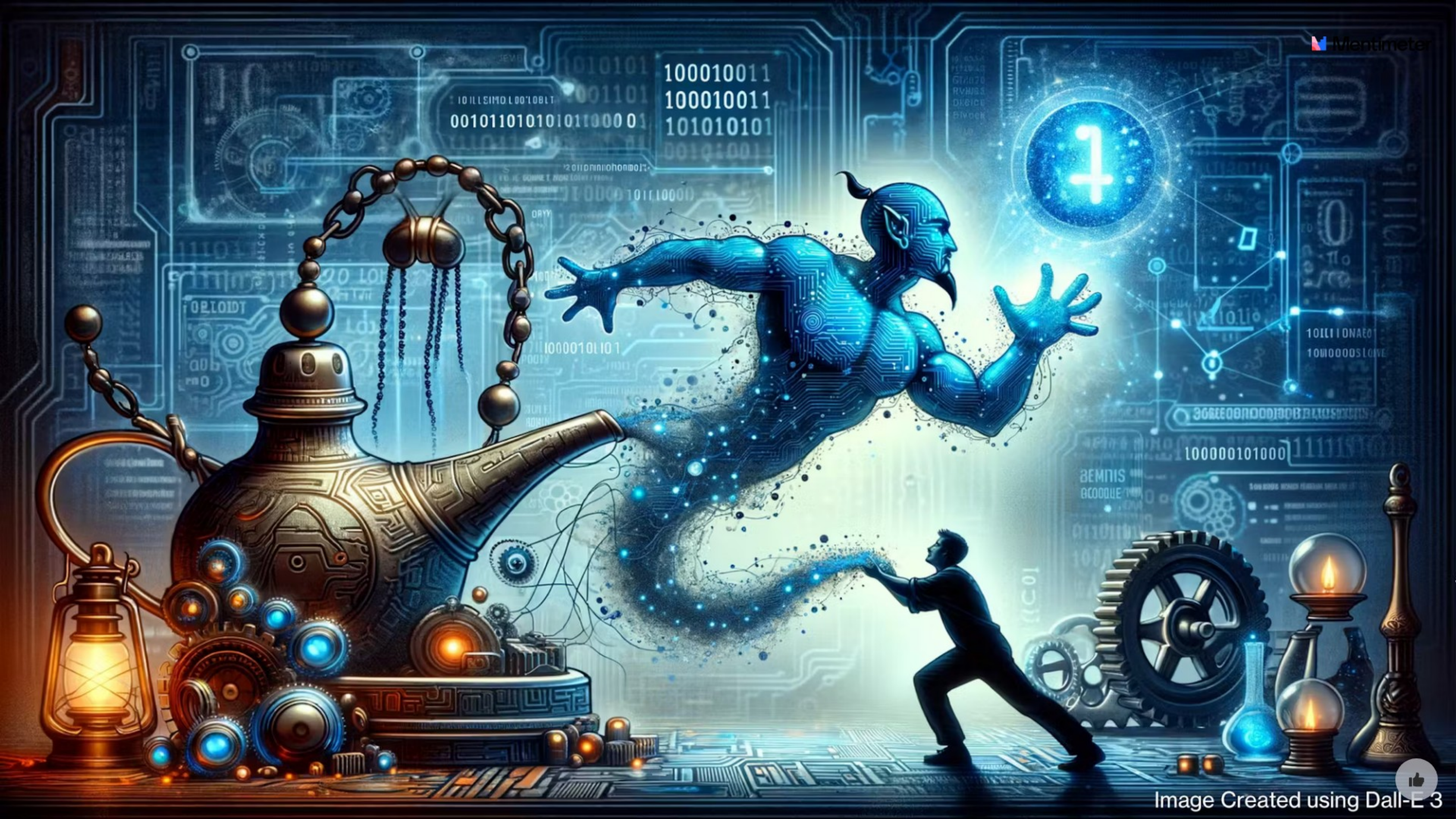
In 2010, the average number of algorithmic interactions per person, per day worldwide was 298.



In 2010, the average number of algorithmic interactions per person, per day worldwide was **298**.

Next year, that number will be **4,909**.





97% of individuals are within **three feet of their mobile devices 24 hours a day**

The average person:

- Receives 120 emails per day
- Looks at their phone 262 times a day
- Spends 5.4 hours on their phone per day
- Scrolls 300 feet per day
- Sees 5,000 to 7,000 ad images per day
- Has 80 apps and 12 subscriptions
- Makes purchases based on values



What is **Netflix's** biggest competition?



Nonprofits are **no longer** competing for dollars;
they are competing for connection.



AI can drive tremendous **precision, creativity** and **personalization** to the fundraising process.

Thanks to AI, we know more about the **motivations of giving** than any time in history.



AI (Artificial Intelligence)

AI stands for artificial intelligence, which is the **simulation of human intelligence** processes by machines or computer systems. AI can mimic human capabilities such as communication, learning, and decision-making.



What is AI?

How do we use AI without losing our souls?

Will AI take my job?

How do we keep humans in the loop?

Is it ethical?

How do I convince skeptics?

Is it safe?

Can AI collect or analyze data?

Am I supposed to be excited or scared?

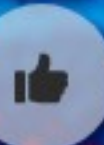
Which tech solution is best for fundraising?

Is this the beginning or the end?

How can AR / VR create immersive experiences?



YOUR AI TRANSFORMATION BEGAN **NOVEMBER 30, 2022**



**AI moved your cheese.
It's not coming back.**



How, (not if) AI will
change your _____?



Take a deep breath.

- **70%** of AI transformation has **nothing to do** with data or models.
- AI transformation **is a journey**, not a destination
- AI transformation is **not about replacing**. It's about augmenting.



THE FIVE ROI'S OF AI

- Precision
- Personalization
- Efficiency (**faster**)
- Increased Quality (**better**)
- Improved Satisfaction (**happier**)



ML, Machine Learning

AR, Augmented Reality

VR, Virtual Reality

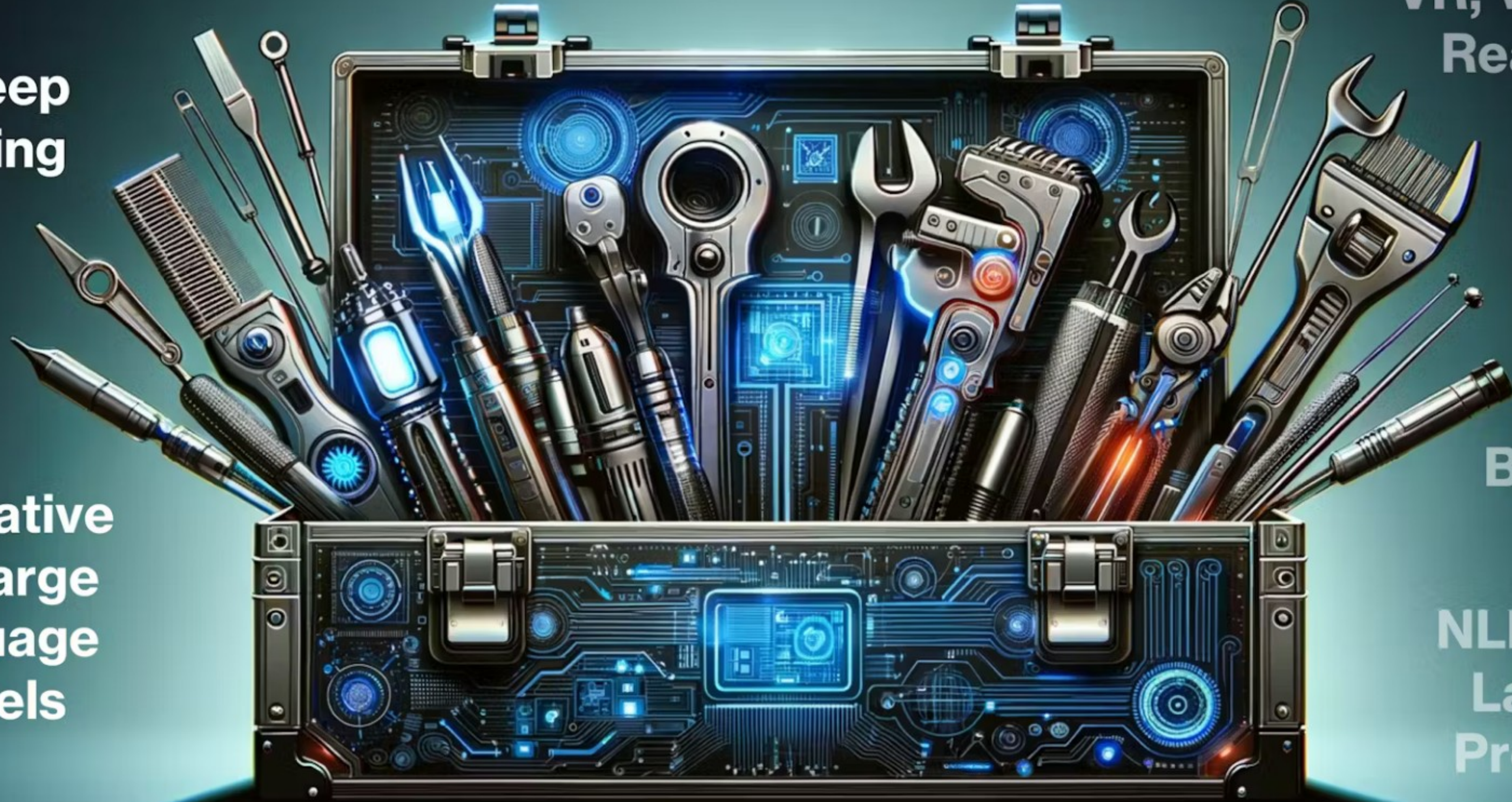
DL, Deep Learning

NFT

Generative AI / Large Language Models

Blockchain

NLP, Natural Language Processing

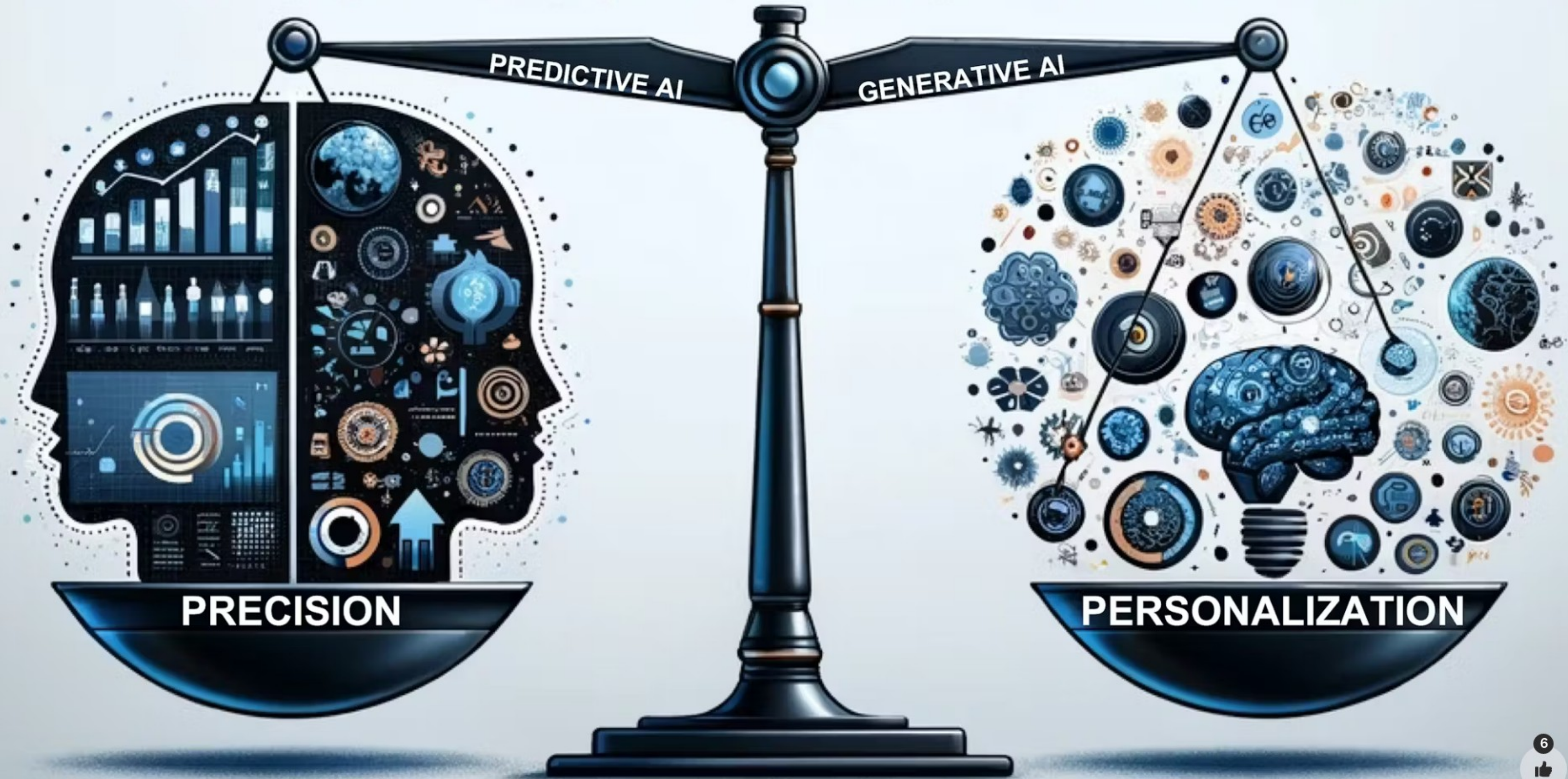


What's in your AI toolbox?

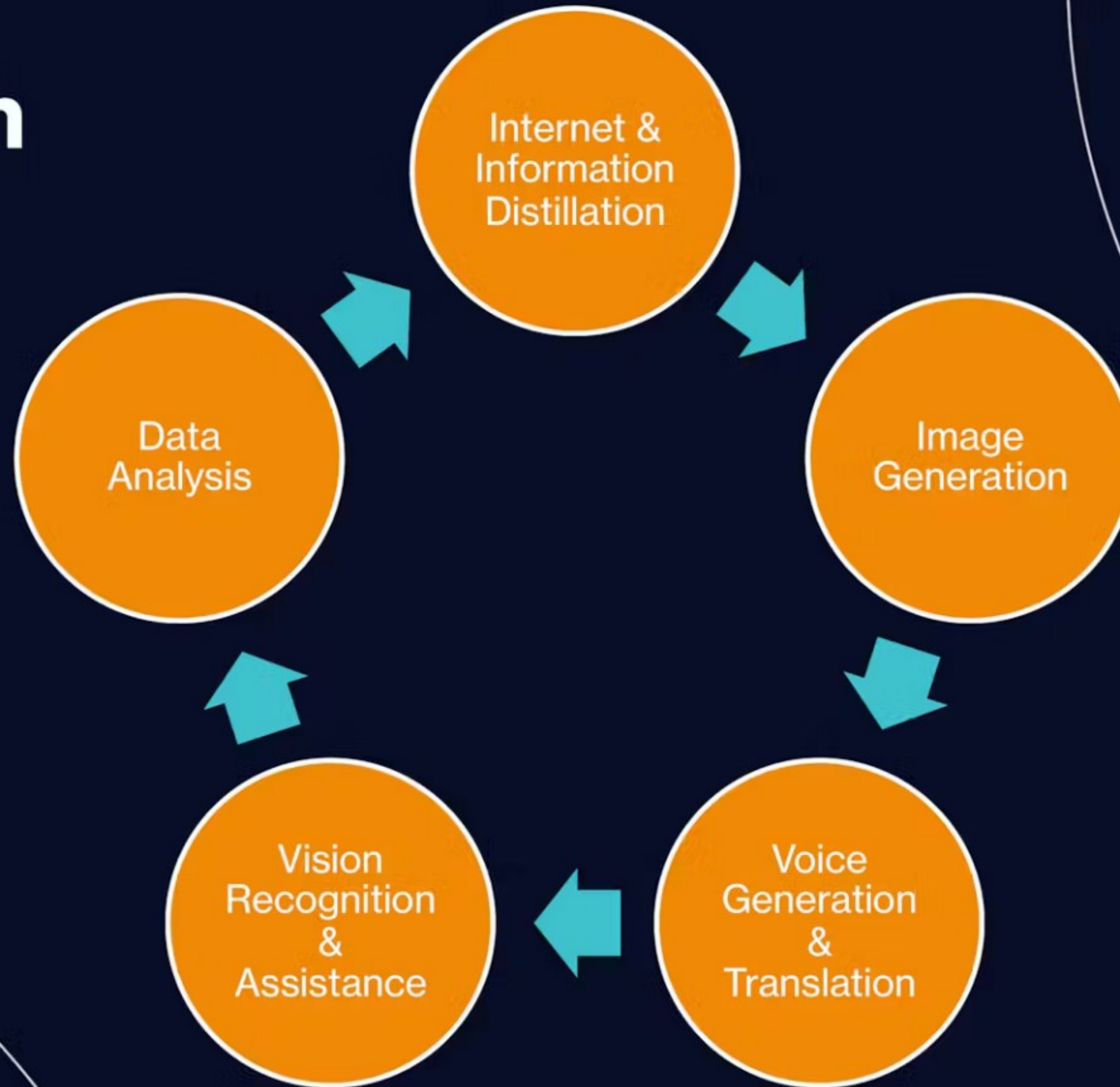
In fundraising, **Predictive AI** can help identify donor patterns, while **Generative AI** can provide personalization, creativity and analysis significantly improving donor experience.



AI POWERED PRECISION PHILANTHROPY



Building Connection in Multiple Modes



HOW NONPROFITS ARE USING AI

- **Predicting Donor Behavior**
- **Content Creation & Editing**
- **Grant writing + Review**
- **DXO + Donor Relations**
- **Prospect Research + Bios**
- **Role Playing + Coaching**
- **Communications + Persona Development**
- **Data Analysis + Sentiment Analysis**



Ethical AI is a **minimum expectation.**

The nonprofit sector must lead in
RESPONSIBLE AND BENEFICIAL AI.



**While AI for nonprofits is a given.
Effective implementation is not.**

Irresponsible AI practices **will** further
exacerbate and **accelerate** the decline in
charitable giving.



NONPROFIT AI ESSENTIALS

- 1. Start small:** Identify the problem, then apply the right tool
- 2. Verify then trust:** Understand your privacy settings
- 3. Be transparent:** Have an AI governance policy & disclose
- 4. Be authentic:** Keep humans in the loop
- 5. Be curious:** Assume AI can be helpful
- 6. Assume today will be the worst AI you will ever use**



Responsible AI is Everyone's Responsibility.

- Build AI governance/use policies that protect and prioritizes **humanity over utility**.
- Use incentives that measure **short-term gains** but also evaluate **long-term implications**.
- Leverage principles of **Responsible + Beneficial AI** to support a more generous future for all.





FundraisingAI is an independent collaborative that exists to **understand** and promote the **development**, and **use** of **Responsible & Beneficial AI** for the global fundraising community.



www.fundraising.ai



WORLD'S LARGEST GATHERING ON RESPONSIBLE AND BENEFICIAL AI FOR THE FUNDRAISING SECTOR



I

LET'S CONNECT!



www.donorsearch.net
www.fundraising.ai



DonorSearch.net
Fundraising.AI



nathan.chappell@donorsearch.net
nathan@fundraising.ai

Check out the **Fundraising AI** podcast



Any questions from the audience?

30 questions
128 upvotes



**THANK YOU ALL FOR
JOINING US TODAY!**

Special thanks to our
partners:

- COCA
- Butler's Pantry
- Girl Louie

Post-Event Survey.

Please take a minute to fill out our Post-Event Survey at this link. Your feedback will help us improve future Landscape events.

