



## THE NOVEMBER DIGEST



### **Leveraging Digital Resources for Enhanced Nonprofit Fundraising, Donor Engagement, and Impact** Insights from presentations by Rachel Broom and Cidney Grimes

In recent years, technology has become integrated into nearly every facet of our lives and is now a central part of the conversation around transforming nonprofits. TRG consultant, Rachel Broom, and Brown School of Social Work practicum student, Cidney Grimes, have synthesized a list of digital resources - including AI tools - that nonprofits can utilize to amplify their impact, foster community engagement, and augment traditional fundraising methods.

Technology can:

1. Improve overall internal and external communication including improving the effectiveness of messaging to key stakeholders

- Consider:
  - Slack
  - Zoom
  - ChatGPT
  - Grammarly
  - Synthesia

2. Amplify engagement and impact

- Consider:
  - CommUnity
  - Breezio
  - Mobilize

3. Assist with tracking donor information and managing relationships

- Consider

- Virtuous
- Bloomerang
- Salesforce
- DonorSearch AI

#### 4. Manage online fundraising campaigns, donation collection, and supporter engagement

- Consider
  - FundraiseUp
  - Donately
  - Donorbox
  - Classy
  - DonorsChoose

#### 5. Streamline volunteer management processes

- Consider
  - VolunteerMatch
  - Better Impact
  - GivePulse

#### 6. Help nonprofits to make data-driven decisions and measure impact more effectively

- Consider
  - Google Analytics
  - Fundraising Report Card
  - Microsoft Power BI
  - DonorTrends

If you've not yet branched out into leveraging technology in your organization, we hope these tools will allow you to begin exploring. And for those of you who have, we hope we've expanded your library of digital resources. We'd love to hear from you about how you're using technology and AI to take your organization's work to the next level.

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## IN THE NEWS

### How Nonprofits Can Use A.I. Well — and Avoid Pitfalls

Interest in artificial intelligence has been exploding in recent months with the emergence of new tools like ChatGPT. Yet fewer than 30 percent of nonprofits have started using or exploring A.I., says Nathan Chappell, senior vice president of DonorSearch, a software company that provides prospect research and donor-intelligence data to nonprofits. Read more [here](#).

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### Build Sustainable Fundraising Revenue

What can be done to address the increased pressures fundraising professionals are facing? Qgiv's Sustainable Giving Report sought to answer that question and more! Qgiv surveyed over 290 nonprofits and 2,000 donors to learn how fundraising professionals can realistically raise more for your organization and avoid burnout. [Click here to download the Giving Report.](#)

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### Philanthropy and DEI: Building on Momentum Post-2020

Diversity, equity, and inclusion (DEI) has been a thread through philanthropy for decades —arguably more than a century—the racial reckoning of 2020 brought urgency to how philanthropic organizations were addressing it, both internally and externally, through grantmaking. Read more [here](#).

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## FUNDING OPPORTUNITIES

### YEP STL! – Youth Engaged in Philanthropy

A group of high school students dedicated to supporting youth-focused organizations in the St. Louis area. Thanks to their sponsor, First Bank, they have a total of \$10,000 to distribute among one or more organizations that align with their mission. They would like to support the following organizations - safe places for children outside of the home, tutoring programs, recreational programs for children with special needs, and basic needs for children and young mothers. For more information click [here](#).

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## UPCOMING EVENTS

### Leading On Purpose - Nonprofit Board Education & Training Program

Hosted by Vision Leadership St. Charles County and led by qualified experts, "Leading on Purpose" equips individuals new - or veteran - for board leadership positions with the skills and tools necessary to inspire and support excellence in nonprofit governance. The program will be Thursdays, February 1-22, 2024 from 6:30-8PM. To learn more and to register, visit [this link](#).

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## Nonprofit Job Openings

*See the latest opportunities to serve your community.*

### OPEN JOBS

## The People Section

**Congratulations to the following individuals who are starting new roles in the St. Louis nonprofit community.**

**Andy Thorp**, Executive Director, Crown Center for Senior Living

**Christina Donald**, Chief Operating Officer, Wyman

**Jamie Lamprecht**, CFRE, Director of Development, Variety the Children's Charity in St. Louis

**Daniel Sentell**, Coordinator of Jewish Community Employment Services, MERS/Missouri Goodwill Industries

**Wayne Shorter**, Chief Operating Officer, St. Louis Area Food Bank

**Brandon Hill**, President and CEO, Vivent Health

**Jill Cigliani**, Executive Director, Memory Care Home Solutions

**Lydia Bullock, Ed.D**, Chief of Engagement and Belonging, Girl Scouts of Eastern Missouri

**Jan Fabick, MSW, LCSW**, Director of Programs, Memory Care Home Solutions

**Nicole Ferber**, Managing Director, Opera Theatre of St. Louis

**Jackie Bode**, Vice President, University of Health Sciences and Pharmacy

**Beth Hammock**, Major Gifts Officer, Logan University

**Ebonee F. Shaw, DBA**, Director of Business & Philanthropic Events, Health Leads

**Stacey Hutchens**, Director of Development, Missouri Botanical Garden

**Arielle Claypool**, Assistant Director of Communications and Marketing, Gateway Arch Park Foundation

**John Schulte**, Chief Executive Officer, St. Francis Community Services

*Do you have news about a job opening, new hire, promotion, or other happenings? If so, [send us your news](#) and we'll consider including it in our next issue of *Insights*.*

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