



*Festival of Children
Foundation*

AI for Nonprofit Marketing and Fundraising

Executive Training Seminar

July 15, 2026

Welcome and Background

AI and Nonprofits: What Leaders Need to Know

AI Ecosystem and Impact on Fundraising
In Conversation with Nathan Chappell

AI and Small Organizations
In Conversation with Dale Pfeifer

Break

Case Study: Blood Cancer United
In Conversation with Katie Rice

Tools Discussion

Open Counsel: Fundraising and Marketing

Wrap Up



**AI and Nonprofits:
What Leaders Need
to Know**

The Filter for Everything You Hear Today

**“Does this give me back time to build relationships -
or does it replace the relationship itself?”**

**Run every tool, every case study, and every tech partner claim
through this filter.**



Two Types of AI Every Nonprofit Leader

GENERATIVE AI

Creates Things

Text, images, video. ChatGPT writing your thank-you letter. Claude drafting a grant narrative. Most people have touched this — even casually.

PREDICTIVE AI

Analyzes & Forecasts

Which donors are likely to give again. Analytics on patterns. Most nonprofits haven't gotten here yet and it's where the highest return on potential investment is.

The Numbers

92%

of nonprofits use AI in some form

7%

report major improvements in capability

76%

have no AI policy whatsoever

40%

say no one on their team is educated in AI

13%

use predictive AI for donor prospecting

60%

want to use AI for grant writing— only 25% do

Nathan Chappell

Dale Pfeifer

Case Study
Katie Rice
Blood Cancer United

Layer	Name	The Question to Ask
4	Learning Loop	Are we measuring, adjusting, and sharing what we learn?
3	Governance	Do we have a policy for what's allowed?
2	Use Case	Do we know the specific problem we're solving?
1	Data Foundation	Is our donor data clean, consolidated, and accessible?

Most organizations jump to Layer 4 before they've built Layer 1.

"We want AI to help us _____ so that
_____ can spend more time _____."*

X Too Vague	✓ A Real Use Case
"Use AI for fundraising"	"Identify which lapsed donors to call first in our year-end campaign"
"Improve our communications"	"Cut grant narrative drafting time in half for our one-person development team"
"Get smarter about donors"	"Give gift officers a pre-meeting brief in 90 seconds instead of 30 minutes"

Specificity is key. Vague intent produces vague results.

	CREATE	ANALYZE	DECIDE
What it does	Generates something new	Finds patterns in existing data	Helps prioritize what to do next
Examples	Donor appeals, grant narratives, social posts, thank-you letters	Donor engagement trends, segment response rates, giving trajectory	Who to call, which grant to pursue, which lapsed donor to re-engage
AI type	Generative AI	Predictive AI	Predictive + Agentic AI
Where most orgs are	✓ Most are here	→ Some are starting	— Almost none yet

Build in this order. Each layer multiplies the value of the one before it.

	Year 1	Year 2	Year 3
Focus	Create	Analyze	Decide
What you're doing	Drafting faster, researching smarter, saving hours	Predictive tools learning from your donor data	AI prioritizing who to call, what to apply for, who to re-engage
What your team gains	Time back from administrative work	Informed priorities, not just intuitions	Compounding intelligence — tools that get better as you use them
What your organization becomes	More efficient	More strategic	More capacity for the future with strategic intelligence and foundational tools

Within this approach over time you become more strategic and disciplined.

The lowest-barrier, highest-return entry point for most organizations.

Audience Segmentation

Paste one donor appeal. Ask AI to rewrite it for: a lapsed donor, a first-time giver, and a volunteer who's never donated. Three versions in 60 seconds.

Personalized Thank-Yous

Pull donor history from your CRM. Feed to AI. Get a personalized thank-you draft in your inbox for a 30-second review before sending.

Campaign Content

Social posts, newsletter copy, event descriptions. AI drafts and you edit for voice. AI does 60% of the work; you do the 40% in your own words.

TOOLS Claude · ChatGPT · Canva Magic Write · Kindsight Engage

Remember: AI gives you the first draft. The human does the part that builds the relationship.

LOW-COST STARTING POINT

Pre-Meeting Donor Briefs

1. Pull donor history from your CRM
2. Paste into Claude or ChatGPT
3. Prompt: “Summarize this donor’s relationship in 4–6 sentences and suggest two talking points for an upcoming meeting.”
4. Review and use

DEDICATED TOOLS

AI Prospecting Platforms

- Virtuous Insights — CRM-integrated ML scoring (Nathan’s platform)
- DonorSearch AI — wealth + behavioral prediction for major gift
- Kindsight/iWave — prospect research with AI-assisted scoring

Key question: Is the model trained on my data or the sectors?

Proposal Writing

THE WORKFLOW

1. Take a one-page program impact summary
2. Find the funder's stated priorities on their website
3. Prompt: "Draft a 2-paragraph letter of inquiry opening that demonstrates alignment between our work and these priorities."
4. Edit for voice, add specific data, submit

Tools

Instrumentl · Grantable
Submittable · Claude /
ChatGPT

Important Note

Some foundations will not accept AI-generated applications. Always check funder policy before submitting.

Opportunities to Be Efficient But Still Require Substantive Human Review



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Where have you used AI to:

	CREATE	ANALYZE	DECIDE
What it does/solve			
Output/ Outcome			
AI Tool(s)			



ABOUT THE PRESENTER

Derrick Feldmann is an internationally recognized researcher and advisor on social issues, movements, and public action. His insights are sought by organizations and media worldwide, and he produces nearly two dozen research projects each year. He has authored three books, including *The Corporate Social Mind* and *Social Movements for Good*, and previously led the Millennial Impact Project with The Case Foundation, producing landmark reports on generational engagement with causes. Feldmann now splits his time between ISG and the Ad Council Research Institute, where he oversees studies on pressing American issues. He is also a Visiting Research Fellow at Oxford's Saïd Business School, Chair of the Board of Visitors at Indiana University's Lilly Family School of Philanthropy, and a frequent writer and speaker.



ABOUT FESTIVAL OF CHILDREN FOUNDATION

Festival of Children Foundation supports children's charities by serving as a hub that connects, strengthens, and champions nonprofit organizations dedicated to improving the lives of children. Through collaborative partnerships, capacity-building programs, advocacy, and access to vital resources, the foundation empowers charities to amplify their impact and reach more children in need – all at zero cost to the organizations. Our mission is rooted in the belief that every child deserves the opportunity to grow up safe, healthy, educated, and inspired, and by uniting diverse organizations under a shared vision, the foundation helps ensure that children's voices and needs remain a priority in communities across the nation.



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