

The Future of Fundraising: Using Artificial Intelligence to Convert More One-Time Donors to Recurring Donors

Thursday, February 3, 2022 | 2:00 - 3:00 p.m. EST





Nejeed Kassam
KIT Co-Founder & CEO



Peter Craigen
KIT Head of Sales



Key Takeaways



An intro to KIT



A better understanding of how
AI-powered systems work

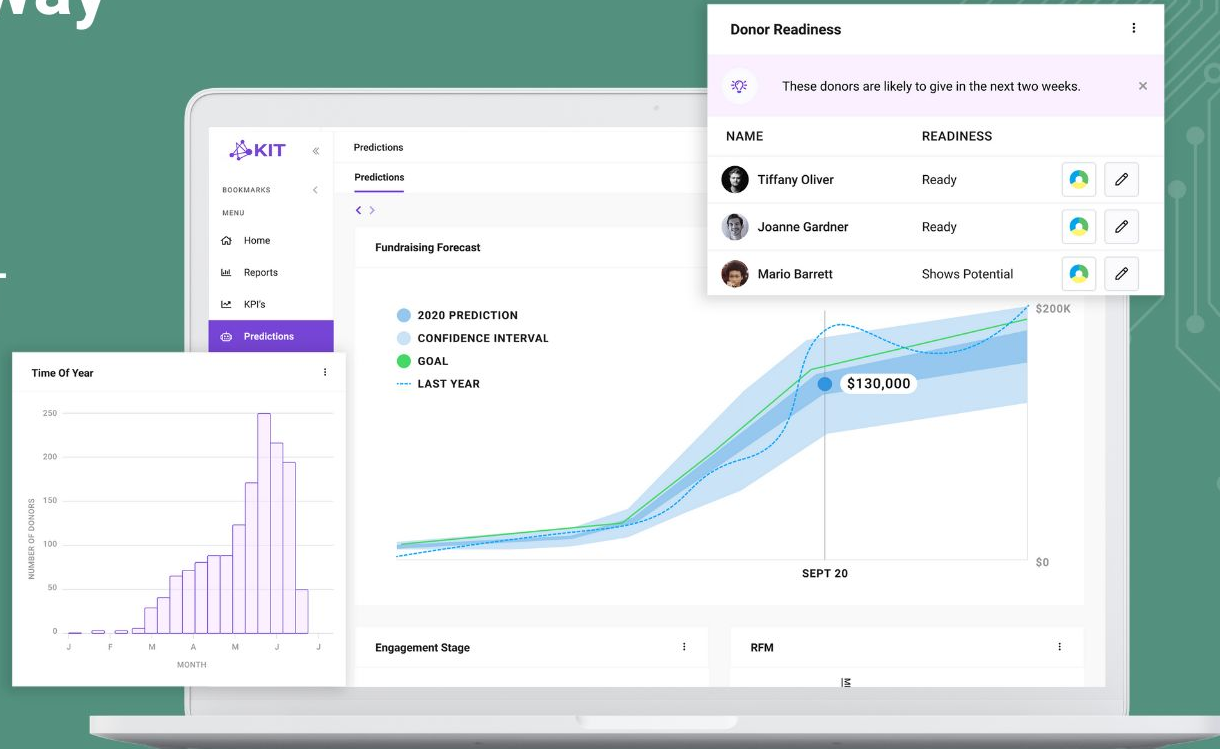


How AI can help boost your
recurring giving program

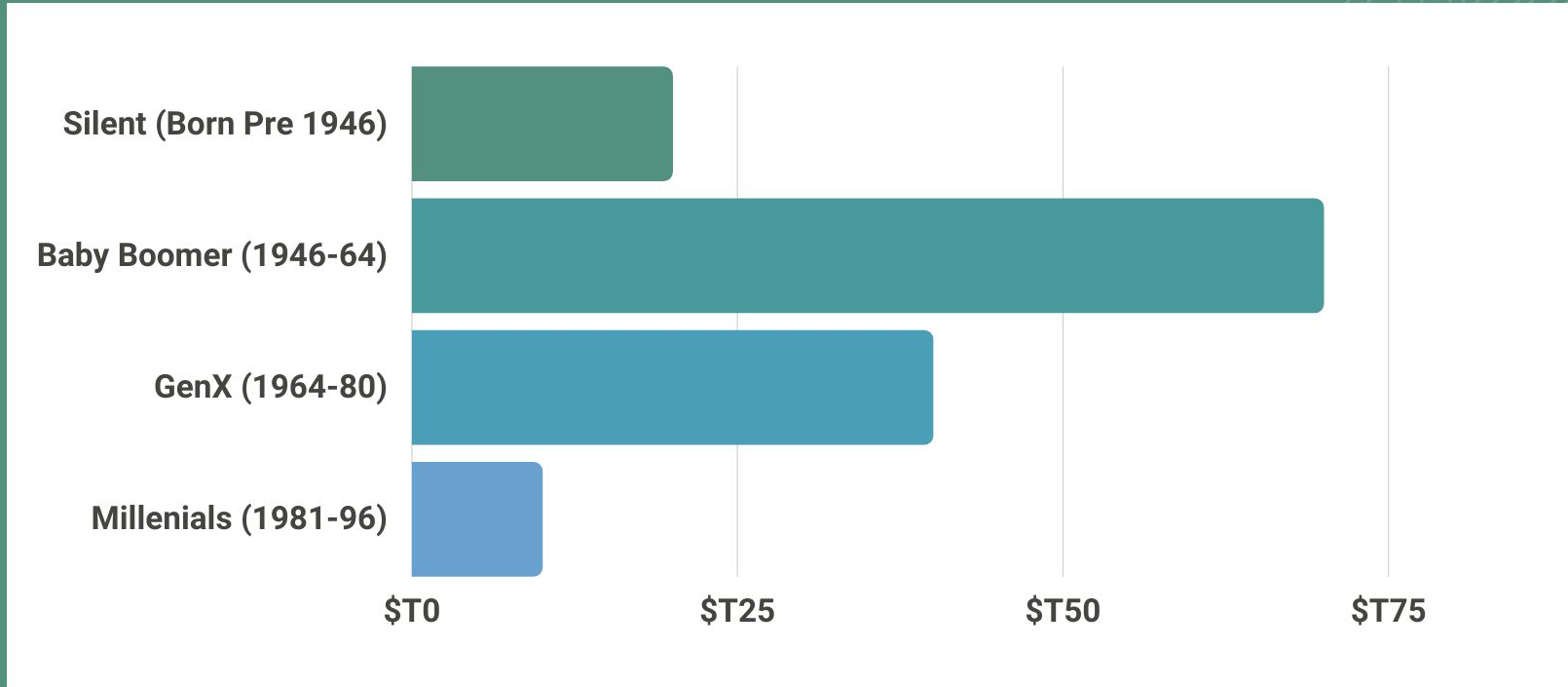
Webinar Giveaway

One free year
subscription to KIT

Enter now in
the chat!



Assets By Generation



Source: Board of Governors of the Federal Reserve System. As of Q1 2021.

The 4 Great Technological Revolutions



The
Industrial
Revolution



The
Agricultural
Revolution



The
Computational
Revolution



The
AI
Revolution

A Timeline of KIT

2016  keela

Nonprofit CRM Keela
Is Founded

2019

KIT's Predictions &
Insights Are Built

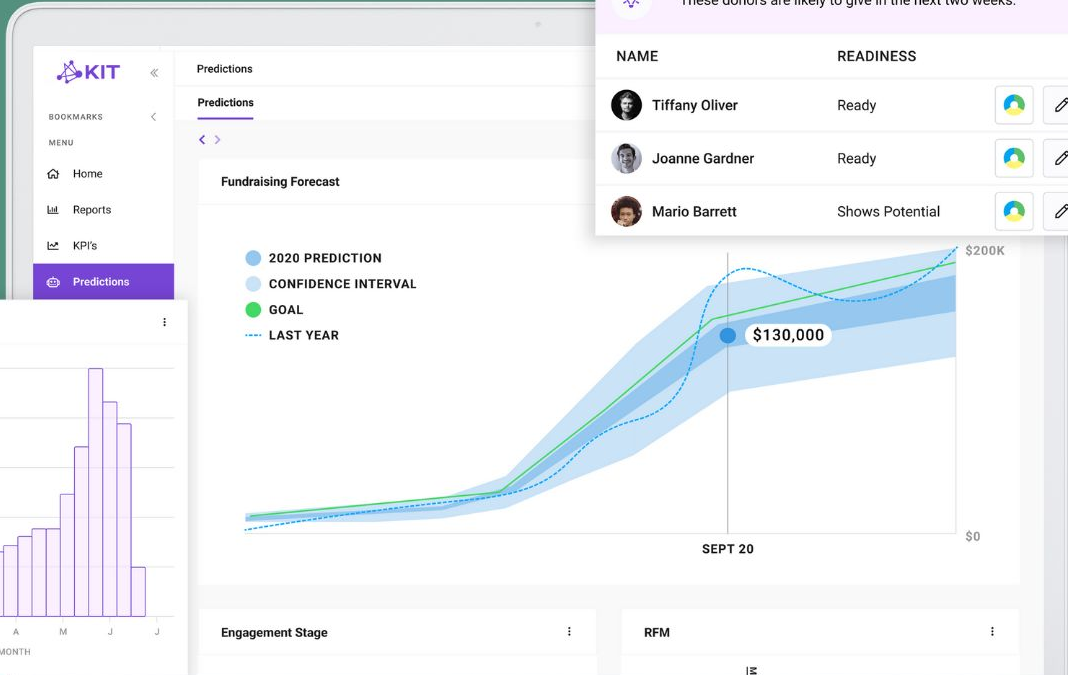
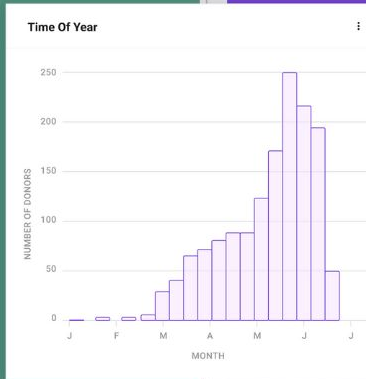
2020

Nonprofits Using KIT in
Keela See Average **Increase
of 46% in AR** from 19-20

2021



KIT Launches
Integrations with Salesforce,
Raiser's Edge NXT and Neon CRM



Donor Readiness

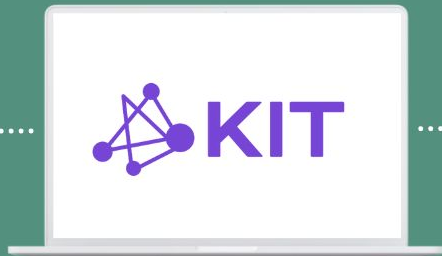
These donors are likely to give in the next two weeks. ✕

NAME	READINESS		
Tiffany Oliver	Ready		
Joanne Gardner	Ready		
Mario Barrett	Shows Potential		

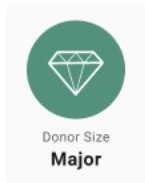
How KIT Predicts Behavior



mailchimp



	Feature Importance
average_amount	0.147780
[blurred]	0.109075
total_number_donations	0.064825
[blurred]	0.028500
[blurred]	0.027254
payment_method_Credit Card	0.025332
[blurred]	0.024668
[blurred]	0.023396
[blurred]	0.020767
total_number_interactions	0.019876



Donor Size
Major

Total Donations

\$18,495

▲ \$1,324 This Month



Sarah Padilla



Donor Status
Volunteer



Donor Status
LYBUNT

Last Donation

\$320

May 21st, 2021

Predictions



RFM Score

Engaged! Sarah scores within the top **33%** of your organization with a RFM Score of **4.2**.



Donor Score

Engaged! Sarah scores within the top **41%** of your organization with a Donor Score of **37**.



Smart Ask

Sarah is most likely to donate between **\$57-\$104**. We recommend asking them for **\$140**.



Time Of Year

Sarah is most likely to donate in **Winter**.



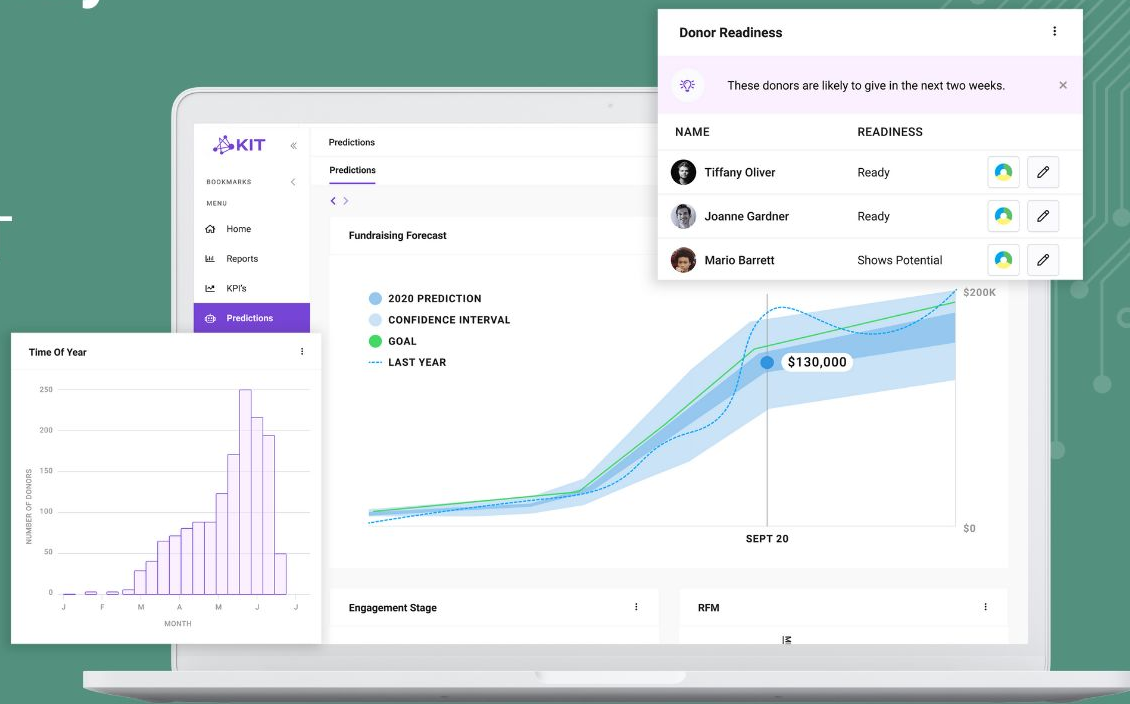
Best Way To Reach Out

Sarah prefers to be reached out by **Mail**.

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Thank You For Attending
Any Questions?





www.fundraisingkit.com

Enhanced Data. Accurate Predictions. Informed Fundraising