Squark|AI

From Reports to Predictions: The Next Era of Data-Driven Fundraising

How predictive AI transforms fundraising from
reactive reporting to forward-looking decision making

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Executive Summary

The nonprofit sector is growing up fast. Organizations are no longer merely experimenting with AI. They are asking more strategic questions: Where does AI belong in the fundraising operating model? How should it be governed? How can it improve actual revenue performance without eroding donor trust?

For years, fundraising teams have relied on historical reporting to guide strategy. Dashboards, campaign summaries, response reports, and year-over-year comparisons are still important, but they are fundamentally backward-looking. They tell leaders what already happened. In a climate where resources are constrained, donor expectations are rising, and leadership is being asked to do more with less, backward-looking insight is no longer enough.

> The next era of fundraising belongs to prediction.

Predictive fundraising changes the center of gravity. Instead of asking, “What did donors do last quarter?” organizations can ask, “Which donors are most likely to give in the next 30, 60, or 90 days? Which are likely to lapse? Which are ready to upgrade? Which campaign has the highest probability of outperforming plan?” These are not theoretical questions. They are operational questions that determine how teams allocate money, time, staff attention, and leadership confidence.

The sector is moving from curiosity to application. Leadership participation is rising. The conversation has evolved from skills-seeking to structure-seeking. Fundraisers want systems that make AI usable, governable, and accountable. That is exactly why predictive fundraising matters now: it gives organizations a practical, decision-oriented use of AI that leaders can align to performance.

The Problem With Rearview-Mirror Fundraising

Most fundraising organizations still operate with lagging indicators. By the time a campaign underperforms, the budget is spent. By the time a donor lapses, the moment of intervention may have passed. By the time a leadership team reviews quarterly results, opportunities for adjustment are already gone.

This is not a data problem alone. **It is a timing problem.** Traditional analytics are often descriptive, not predictive. They are valuable for understanding performance, but limited in helping teams intervene early enough to change outcomes.

In practical terms, this means many nonprofits still make consequential decisions based on instinct, incomplete segmentation, or static business rules. Which donors should receive a premium package? Who should be suppressed? Which households should move into a reactivation effort? Where should a small team place its limited outreach energy? Without prediction, those choices are often approximations.

What Prediction Actually Changes

> Predictive fundraising is not just another analytics layer. It is a new decision layer.

At its best, predictive AI helps nonprofits estimate future donor actions across the moments that matter most: likelihood to respond, likely gift size, upgrade potential, reactivation potential, churn risk, and expected channel performance. It can also improve forecasting by turning fundraising planning from a reporting exercise into a scenario exercise.

That matters for every level of the organization. Frontline teams gain clearer priorities. Directors gain sharper campaign strategy. Executives gain more confidence in revenue planning. Boards gain a more credible narrative about how decisions are being made and what confidence levels sit behind projections.

> *This is where AI stops being hype and becomes infrastructure.*

What the Mature Nonprofit Market Needs

One point is especially clear: **the market is no longer asking for novelty**. It is asking for practical systems, case studies, frameworks, and repeatable operating models.

That means predictive fundraising must meet a higher bar than "interesting." It must be usable by nontechnical teams. It must translate model outputs into real decisions. It must support governance and transparency. And it must prove impact with measurable results, not abstract claims.

Organizations do not need another tool that generates more content while leaving strategic uncertainty intact. They need a way to know which donors matter most right now, what action is most likely to improve net revenue, and how to forecast outcomes with more confidence than intuition alone.

Where Squark Fits

> Squark's Platform Alignment
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> This is the conversation Squark is well positioned to own. Its platform is built specifically for nonprofit fundraising and is designed to turn donor, gift, campaign,

> and channel data into predictions around response, upgrade, churn, and revenue outcomes. It emphasizes no-code use, plain-language recommendations, revenue and KPI forecasting, and “next-best action” guidance that teams can operationalize without hiring a data science staff. Squark’s published results and case studies also point to outcomes such as net revenue lift, acquisition cost reduction, and response-rate improvement, which is exactly the kind of proof a maturing nonprofit market now expects.

Conclusion

The next competitive advantage in fundraising will not be who has the most dashboards. It will be who can predict donor behavior with enough confidence to act earlier, allocate smarter, and govern responsibly.

> The shift is already underway. The organizations that embrace predictive fundraising now will not just become more efficient. They will become more intentional, more accountable, and more resilient.

About Squark AI (powered by Market Holdings)

Squark AI is an artificial intelligence platform purpose-built for nonprofit fundraising and data-driven decision-making. The platform connects directly to an organization's existing data systems and applies automated machine learning, predictive modeling, time-series forecasting, natural language processing, and generative AI to forecast donor behavior and recommend the next best actions to improve fundraising performance. Designed as a no-code environment for fundraising teams, Squark translates complex analytics into clear scores, forecasts, and recommendations that can be deployed across direct mail, digital, and multichannel campaigns. In addition to the core application, Squark provides an API that allows organizations and partners to embed its predictive intelligence directly into CRMs, marketing systems, and operational workflows. Over the past seven years, Squark AI has helped power fundraising strategies that have generated billions of dollars for some of the world's largest and most mission-critical nonprofit organizations.

About Market Holdings

Market Holdings is a global group of companies focused on fundraising, marketing, media, data solutions, and artificial intelligence for nonprofit and mission-driven organizations. Through its portfolio of agencies and technology platforms—including Innovairre and Squark AI—the company provides integrated services spanning strategy, analytics, creative communications, digital marketing, print production, and donor engagement technologies. Together, these organizations support hundreds of charities worldwide and help raise billions of dollars annually for causes such as healthcare, climate initiatives, hunger relief, and social services by combining data-driven marketing with advanced fundraising technology.

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