

Donor-First Marketing (Dynamic AI Models)

Outcomes we typically see*

+20%

Net Revenue Lift

-50%

Cost per \$ Raised

Days

Time to Value

What this use case delivers

- Understand what each donor responds to across mail, email, SMS, and social.
- Serve next-best messages and offers that reflect real donor behavior.
- Respect cadence and fatigue with modeled frequency guidelines.
- Push ready-to-use segments and instructions into your tools.

AI signals powering it

- Next-best message themes likely to resonate by donor.
- Channel affinity across mail, email, SMS, and social.
- Cadence control guardrails that reduce fatigue and opt-outs.
- Lift forecast estimating the incremental impact of each touch.

How it works

- Unified propensities combine channel, content, and timing into actionable segments.
- AI agents package copy briefs and activation lists for each channel.
- Closed-loop reporting learns from outcomes to update playbooks.

Implementation (days, not months)

- Connect historical donor, campaign/appeal, cost, and channel data.
- AutoML trains models with validation; you get donor-level scores and drivers in plain language.
- AI agents push segments and next-best actions into your CRM, ESP, print, and ad tools.
- Launch fast with no-code setup and human-in-the-loop approvals where needed.

* Directional examples; actual results depend on list, offer, channel mix, and scale.

Donor-First Marketing (Dynamic AI Models) (cont.)

Data & integrations

- Donor master & gift history with unique IDs and dates.
- Campaign/appeal tables, list sources, package and premium costs.
- Channel touches (mail, email, SMS, web), and optional enrichment (co-ops, demographics).
- SFTP/API/cloud-DWH access; read-only connections to activation tools.

Governance

- Human-in-the-loop approvals for high-impact actions and content.
- Least-privilege data access, expirations, and audit logs for decisions and prompts.
- Bias monitoring and calibration checks; versioned models with rollback.

Measurement

- Track net revenue, CPDR, response rate, average gift, reactivation/upgrade rates, and time-to-first gift.
- Use randomized holdouts and pre-registered test plans; report lift with confidence intervals.
- Explainability: show top drivers and calibration so teams can answer the 'why'.

Next steps

- Pick one audience; we'll return a donor-first plan (messages, channels, cadence) to A/B.
- Scale to additional segments and channels once lift is validated.