Squark AI

Better fundraising starts with better predictions.

KPI & Revenue Forecasting

Outcomes we typically see*

+5%	Board-ready	Days
Annual Net Return	Scenario Planning	Time to Value

What this use case delivers

- Predict gift volume and revenue by week and channel for cash-flow visibility.
- Model pacing, budget, and offer changes before you commit spend.
- Share board-ready forecasts with ranges and drivers, not just point estimates.
- Track variance and understand the ‘why’ behind shifts.

AI signals powering it

- Seasonality capture for peaks, lulls, and holidays.
- Scenario controls to change spend, packages, and lists and see impact.
- Driver analysis to explain what’s moving the forecast each week.
- Confidence bands to plan with ranges, not guesses.

How it works

- Ensemble time-series models ingest list mix, campaign lift, costs, and channel dynamics.
- Outputs weekly forecasts and scenarios with confidence intervals and drivers.

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.

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KPI & Revenue Forecasting (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

- Start with a 90-day forecast on one program; review drivers with your team.
- Roll up to file-wide planning and board reporting.