Squark AI

Better fundraising starts with better predictions.

Next-Best Donation Method

Outcomes we typically see*

2×	2×	Days
Sustainer Sign-ups	Reachable Target Audience	Time to Value

What this use case delivers

- Predict the donation method (card, ACH, check; mail vs digital) most likely to convert by donor.
- Resolve payment failures and UX friction before they happen.
- Recommend the prompt and offer that sparks the gift now.
- Push ready-to-use activation sequences to your tools.

AI signals powering it

- Payment propensity for card vs. ACH vs. offline.
- Channel readiness: mail, web, or SMS by donor.
- Triggering prompt: message style that converts now.
- Follow-up sequence to maximize completion.

How it works

- Propensity models identify likely method and channel; agents sequence touches that drive completion.
- Guardrails preserve conversion while steering to lower-fee methods when fit.

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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Next-Best Donation Method (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

- Run the model on a pilot audience; A/B message prompts and measure completion.
- Expand across channels with fee-aware steering.