

Path to Donation

Outcomes we typically see*

+99%

Response Improvement

+94%

Donations YoY (Example)

1 day

Implementation

What this use case delivers

- Identify the steps supporters actually take to give by audience.
- Recommend the messages that advance donors between steps.
- Detect trigger points where small actions pay off.
- Plan cross-channel sequence and cadence.

AI signals powering it

- Step scoring to quantify which step matters most.
- Smart prompts for copy and format nudges that work.
- Timing windows for the best time between touches.
- Next step guidance per donor to keep momentum.

How it works

- Journey scoring highlights the few touches that make the difference — and the rest you can skip.
- Outputs concise, prioritized sequences for activation.

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.

Path to Donation (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

- Map one path-to-gift; test the top two interventions and measure cycle-time impact.
- Roll across segments with channel-specific prompts.