

Al as a positive tool for growth in event fundraising

Practical insights from HomeMade

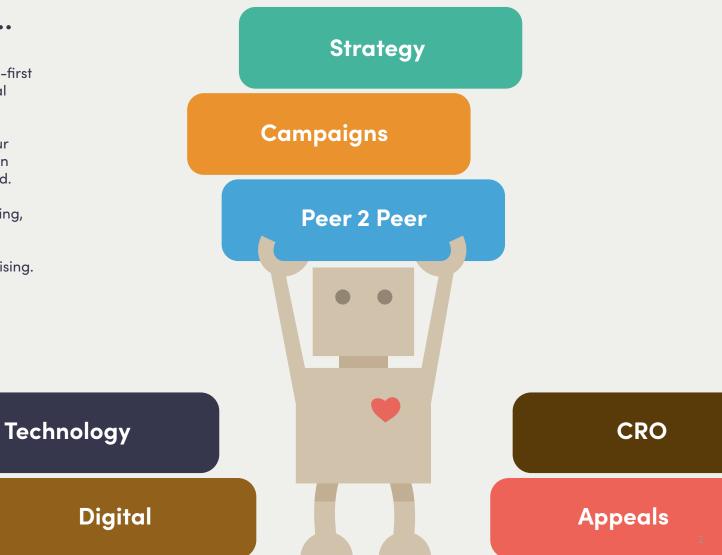
Hi! We're HomeMade...

HomeMade is your award-winning, local, digital-first fundraising and technology partner with a global outlook and unrivalled expertise.

We've helped our clients raise over \$2bn since our founding in 2008. In 2015 we set up our Australian team and then 2022 saw us head to New Zealand.

We continue to be keen to support forward thinking, ambitious causes like yours.

Together we can optimise and grow your fundraising.



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When you swim for sick kids, Australia cheers you on

From 1-28 February 2025, join tens of thousands of Aussies for the biggest national charity swim.

"I've seen first-hand the impact Starlight has, putting smiles on the faces of sick kids in hospital. I encourage you to join me, and help bring a splash of happiness into their lives!"

- Mick Fanning, 3-time World Champion Surfer and Super Swim Ambassador

3 simple steps





1. JOIN US

Go solo or as part of a team. Choose your distance for the month (2km? 20km? – it's up to you!) and fundraising goal when you register. You'll get plenty of help along the way!



DIVE IN TODAY >>

HURRY, STARTING WAVES ARE FILLING UP FAST!



MS GONG RIDE IS BACK! Australia's most epic charity cycling event will be taking place on Sanday 3 November this year.

Challenge yourself on either the 82km or 54km course from Sydney to Wollongong, riding through the Royal National Park and along the Sea Cliff Bridge.

Experience the awe-inspiring scenery, the proud sense of achievement when you cross the finish line – and the strong sense of camaraderic you'll share with everyone taking part, all riding to fight multiple solerosis.

Our 2022 Ride sold out completely and our 2023 event was cancelled due to bad weather, so we're expecting a very high demand this year. Be sure to grab your spot today!









COASTGUARD BIG SWIM

BE A BIG HERO

... and get involved in The Big Swim this

June! Choose your distance, get friends

Tell me more »

Tell me more »

Take the plunge to support Coastguard

Calling all water lovers – are you up for an exhilarating swimming challenge this June to get fit, have fun, and raise money to help Coastguard protect other water lovers, whatever their waka?

By taking part in The Big Swim and fundraising for us, you'll be supporting our mission to ensure that everyone can enjoy Aotearoa New Zealand's waters safely and with confidence.

Share your details with us today, and we'll let you know as soon as registration opens!



Coastguard Tautiaki Moana is Aotearoa New Zealand's primary water safety, rescue, and education organisation. We're the people Kiwis cart tum to for help, addrece ar assistance. And, as a charity, we depend on the generosity of people like you to fuel and maintain our 100 rescue vehicles as well as train and equip our 2,000+volanteers.



On 30 April, former All Black and kicking great, Dan Carter, will take to Eden Park kicking as many goals as he can from one tee, using just one ball, in one hour. Once he's set the challenge, we're asking New Zealanders of all ages and abilities – can YOU beat Dan Carter?

help provide clean water for kids in the Pacific.

KICK GOALS. Raise funds. Save lives.

Sign up as an individual or team and ask your family, friends and colleagues to sponsor you. Every kick you make, every dollar you raise will









TAKE 60 MINUTES A DAY TO Make a real difference



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HI MARTIN IT STARTS TODAY!



Best of luck as you start your challenge today. We hope you have a great time over the next ten days, and really feel the meaning of the journey you're going on.

Watch our launch video

Ride on!

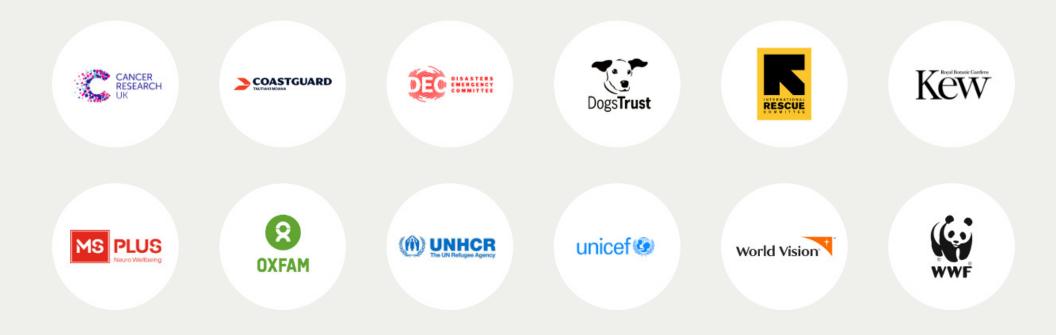
Rachel, your coach







Trusted by leading organisations including



Quick question

Does your organisation have a policy covering the ethical and responsible use of Al?

Quick question

Have you used any of these platforms so far this year for work?

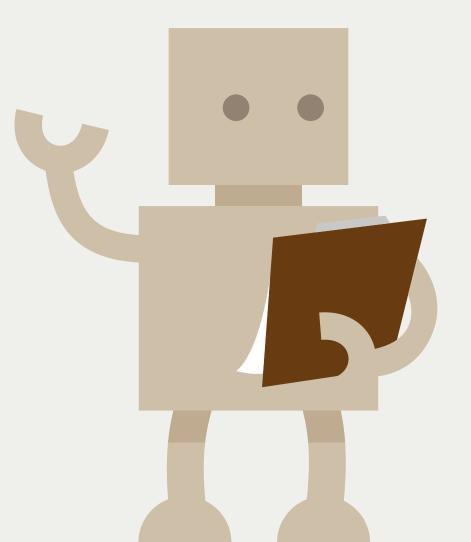
- ChatGPT
- DALL-E
- Claude

- DeepSeek
- Copilot
- Gemini

• Al plug-ins around your core systems

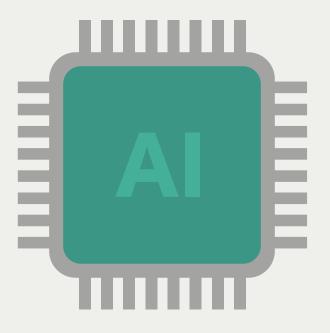
Content

- Setting the scene
- Part 1 acquisition
- Part 2 engagement
- Part 3 content creation
- Part 4 nurture
- Part 5 data analysis and insights
- Future opportunities
- Q&A

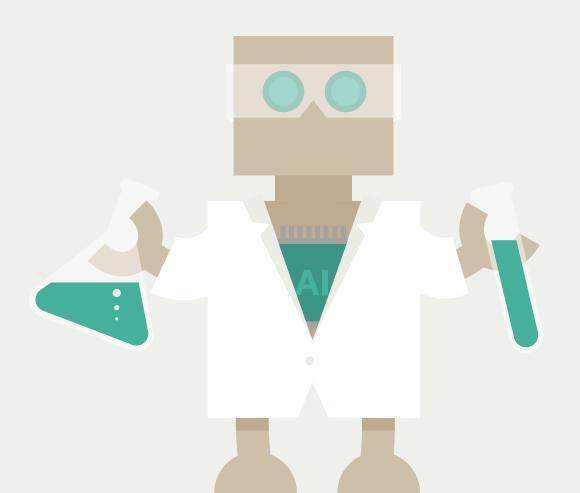


Some speedy context

- The world is on fire
- Economic hardship continues
- While more fundraising events are happening (especially virtual ones) the income per participant varies
- Differing expectations for younger generations
- Fraud and security continue to be a concern
- AI here to help or take over...



And a bit about us and Al



Health warning and reality check



"Here is the illustration depicting AI as a positive tool for growth in charity event fundraising. Let me know if you need any modifications or enhancements!"



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Artificial intelligence (AI) DeepSeek advances could heighten safety risk, says 'godfather' of AI

Yoshua Bengio says competition in field could mean danger, as international panel points to AI's malicious potential

• Key points of the International AI Safety report

Dan Milmo Global technology editor

Wed 29 Jan 2025 13.00 GMT © 2025 HomeMade Digital Limited. Commercial in Confidence. Tech

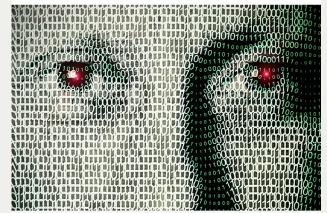
OpenAI employee 'terrified' of AI pace quits ChatGPT creator

'I can't help but wonder: Will humanity even make it to that point?' Steven Adler says

Anthony Cuthbertson

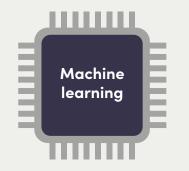
- Wednesday 29 January 2025 10:18 GMT
- 3 Comments





Al researcher Steven Adler quit OpenAl amid fears over the race to develop human-level artificial general intelligence (AGI) (*iStocky Getty Images*)

Everyday AI in fundraising



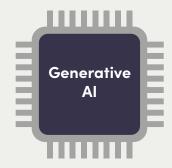
Learns from data to make predictions or decisions.

- Dataro
- Raisely
- FundraiseUp
- Other "AI" donation arrays



Uses patterns to predict future outcomes or trends.

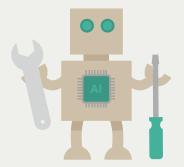
- Meta Advantage+
- Google's Performance Max



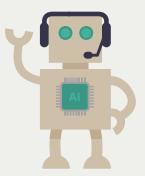
Creates new content, such as text, images, or music.

- ChatGPT
- Claude 3.5 Sonnet
- Copilot / Gemini
- Midjourney
- Synthesia
- Conversr

Opportunities today



Reduce admin



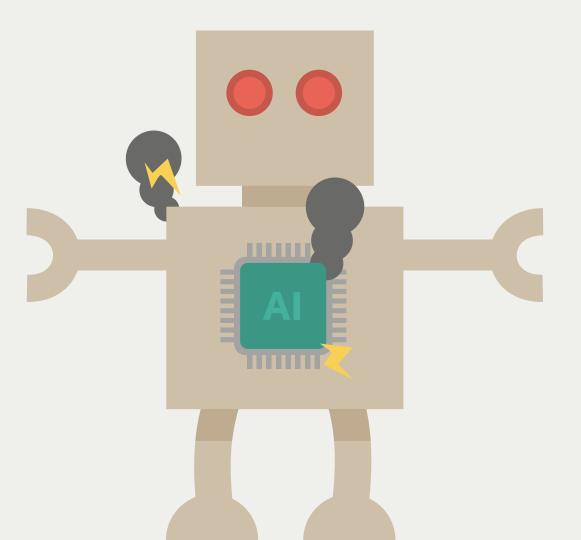
Offer faster and more personalised communication across multiple channels



Optimise gift arrays and transactions

Challenges of AI adoption

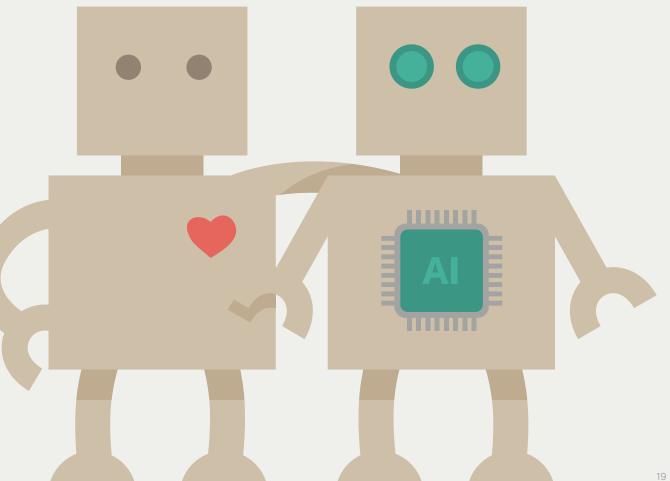
- Bias
- Limitations in learning
- IP implications
- Regurgitation
- Data protection
- Hallucination



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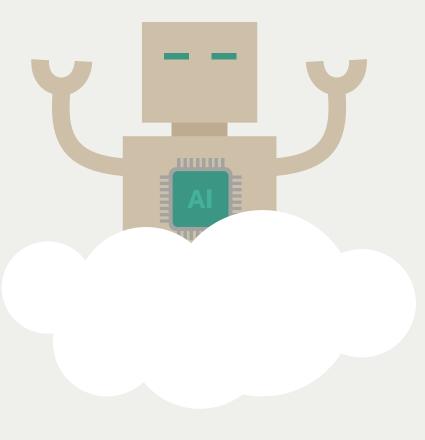
The Final 5

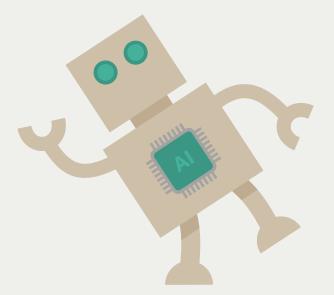
Humans are needed to ensure the last 5% of delivery lands well - or you end up in the 'uncanny valley' which alienates supporters and makes you look 'cheap'.



Our 7 AI principles

- Human-led; Al-assisted: Al supports some aspects of our work, but never replaces human judgement, empathy, creativity, or strategic insight
- Compliant: We will follow best practices and relevant local legislation regarding use of AI, data protection and IP
- Transparent: We'll always be clear about when and how we're using Al tools
- High quality: Any AI output is thoroughly reviewed and/or edited by our expert team
- Ethical: We carefully select AI tools that demonstrate a mutually agreeable commitment to fairness, privacy, and responsible development
- Value add: Where we can deliver more value and impact for our clients by responsibly leveraging AI, we will
- Collaborative: We'll share our findings and preferred tools with clients to help them develop their own responsible use of Al too





Part 1: Aquisition

Reaching new audiences

Helping you to ideate, research keywords, and craft copy options

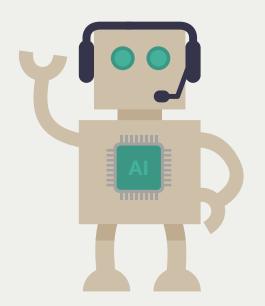




Improving your ad performance and ROAS







Part 2: Engagement

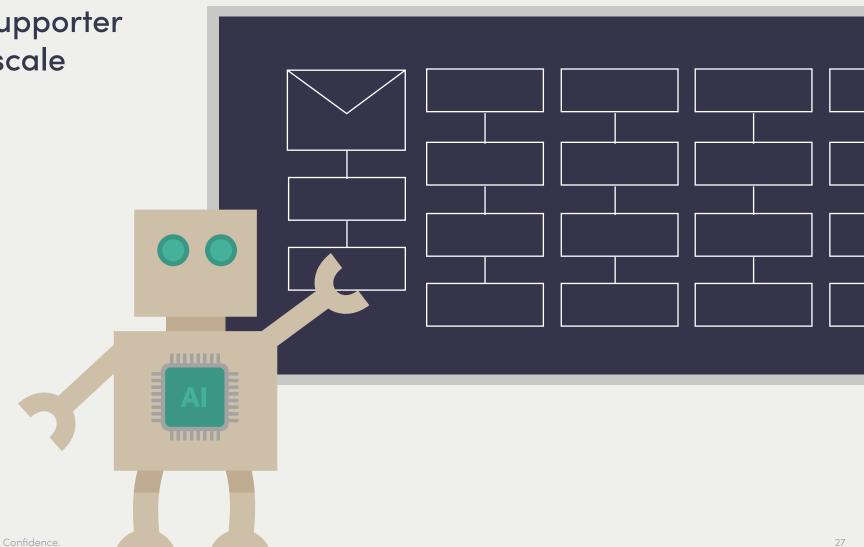
Empowering & Retaining Supporters



I'm done being an expert on Crypto and Web 3.0 This week I'm all about AI

Fundraising is hard... anyone who says AI can do it all for you is probably selling you something.

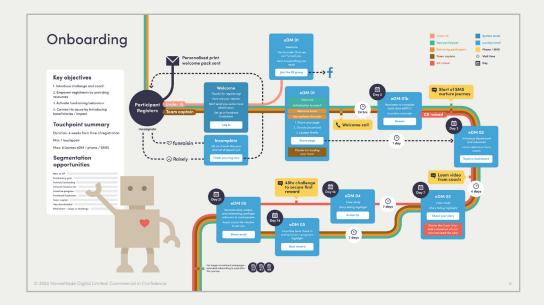
Optimised supporter journeys at scale



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Engaging your participants with high-quality comms

ortto



Coaching participants at scale

🔁 synthesia



HomeMade

Raising more from your sponsors

⊘ Raisely

🚫 Raisely

\equiv

HOW DOES IT WORK?

The power of Intelligent Amounts

Data-driven for maximum impact

Say goodbye to manual A/B testing! Intelligent Amounts takes the guesswork out of donation amounts by automatically choosing what works best. It's like having a data analyst working for you 24/7, learning which amounts resonate most with your audience.

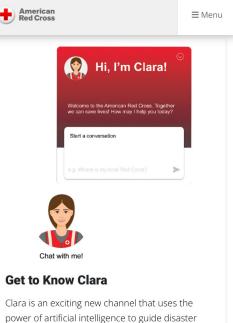


Always learning, always improving

Intelligent Amounts learns from donor

Providing 24/7 support and interactive FAQ



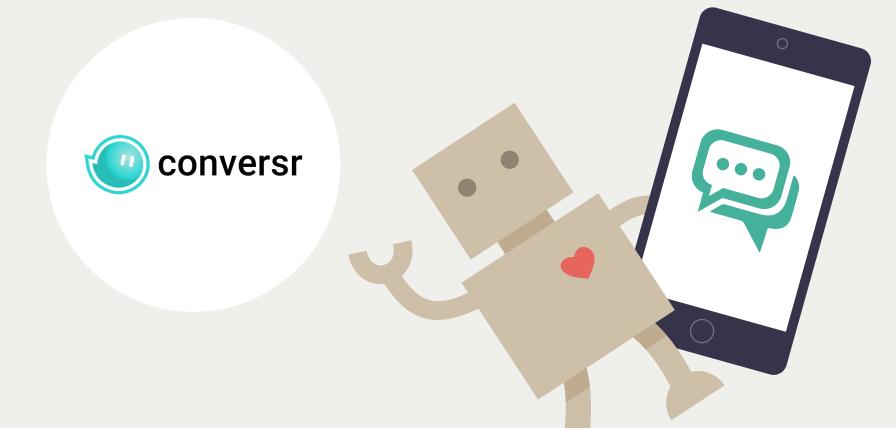


power of artificial intelligence to guide disaster survivors to assistance and resources and to provide information about the Red Cross. She can chat with our community members in both Spanish and English. You'll find Clara living in the Get Help section of redcross.org and the Obtener Ayuda section of redcross.org/cruz-roja. Chat with her today!

Clara can answer your questions about:

• Disaster Response, including looking up local

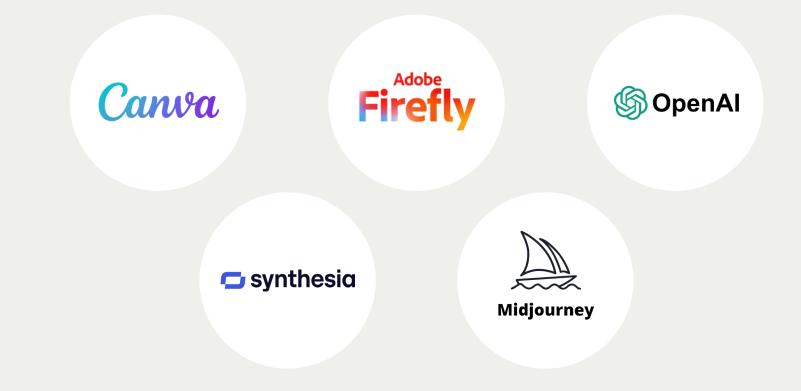
Learning more about participants and diversifying channels





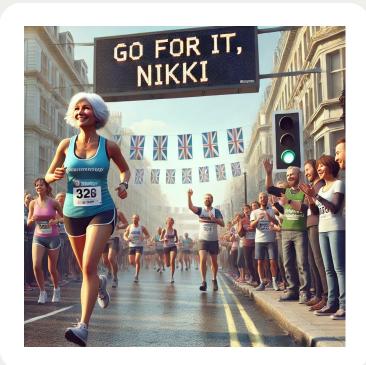
Part 3: Content creation

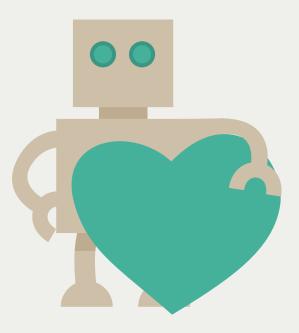
Increasing creative output and diversity – good or bad plan?



An improved prompt gets you better, yet still quite "28 Days Later", images







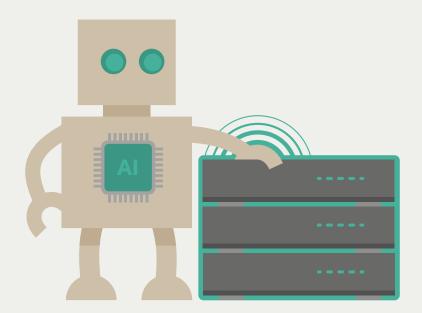
Part 4: Nurture

Building relationships and capturing feedback



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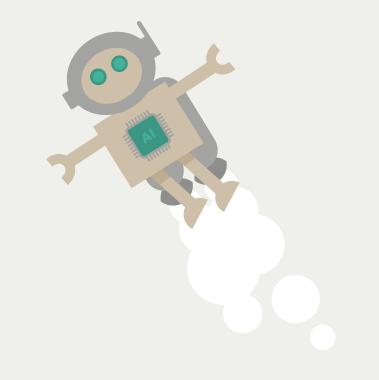




Part 5: Data Analysis and Insights

Data-informed segments, personalisation and optimisation

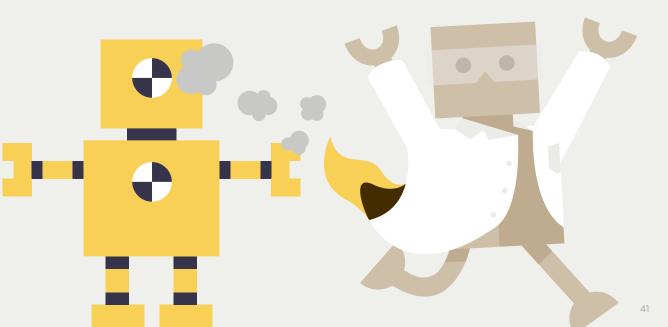




Future opportunities

What we are exploring this quarter

- Dynamic acquisition campaigns
- Personalisation at scale
- Digital twins for event fundraisers offering 24/7 coaching and supporter engagement
- Optimised registration and donation data capture flows created in real time
- Personalised nurture toward new propositions participants and sponsors
- AR and VR as part of dynamically created virtual event experiences



What to do now...



Learn Read or listen to 'Co-Intelligence: Living and Working with Al' by Ethan Mollick



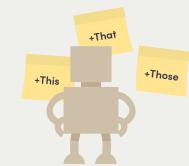
Implement

Develop an Al framework, policy, or best practices to integrate AI effectively into your organisation



Experiment

Begin with productivity tools to save you admin and analysis time



Question

Adopt a curious but critical mindset

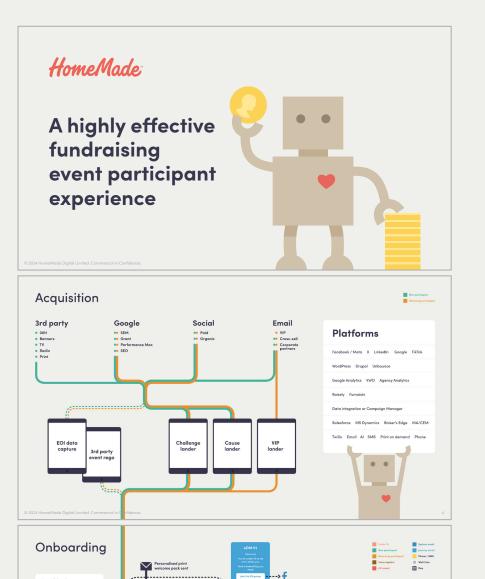
What to do now...

For 3 orgs we can assist with journey planning and show areas where AI can help.

We also have a journey guide for highly effective participant experience if you would like the updated 2025 version of that!



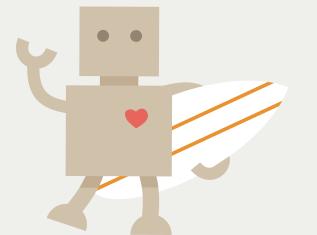
events@homemadedigital.com



Thank you for your time



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