



BCSPCA

Thriving in Chaos:

How BC SPCA Used Dataro AI and Innovation to
Engage More Donors and Grow Annual Revenue



I'm Chris, a fundraising nerd who loves helping nonprofits do more good through their own data!

- Co-founded Dataro in Sydney Australia
- After 2.5 years in UK, I'm now living in San Francisco
- Best friend of 1 x Mini Dachshund named Biggy





I'm Danielle, a fundraiser who is passionate about connecting with the everyday supporter.

- Started with the BC SPCA in 2014.
- I live in Vancouver, BC in Canada but am originally from the east coast (New Brunswick).
- I have three cats – Jak, Pixel, and Calli.





Our mission is to set a new standard in charitable fundraising, using AI (artificial intelligence) and BI (business intelligence) to ensure every nonprofit can make a bigger impact in the world.

- Working with 300+ nonprofits in 26 countries
- Offices in US, UK and Australia
- Global team of fundraising experts



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GREENPEACE





Context: Fundraising today is harder than ever

57.2%

Global organizations that have seen a YOY decrease in number of donors.

What is Dataro?

We're an AI-powered fundraising software platform that allows you to unlock full value of your donor database and grow your giving with campaigns that target the right donors, with the right asks, at the right time.

Challenge 1

Missing out on gifts
and opportunities

Challenge 2

Fundraising costs
(time and money)

Challenge 3

Team capacity (do
more with less)



A quick poll

Who is already using AI
(predictive or generative) to
improve fundraising?

We still treat donors as segments, not individuals



The impact is missed fundraising opportunities

Regularly reads newsletter

Engages with appeals focused on dogs

Gives more at Christmas

Browses on desktop and often during the day

Prefers email outreach

More interested in dogs than cats

Variable ask amounts

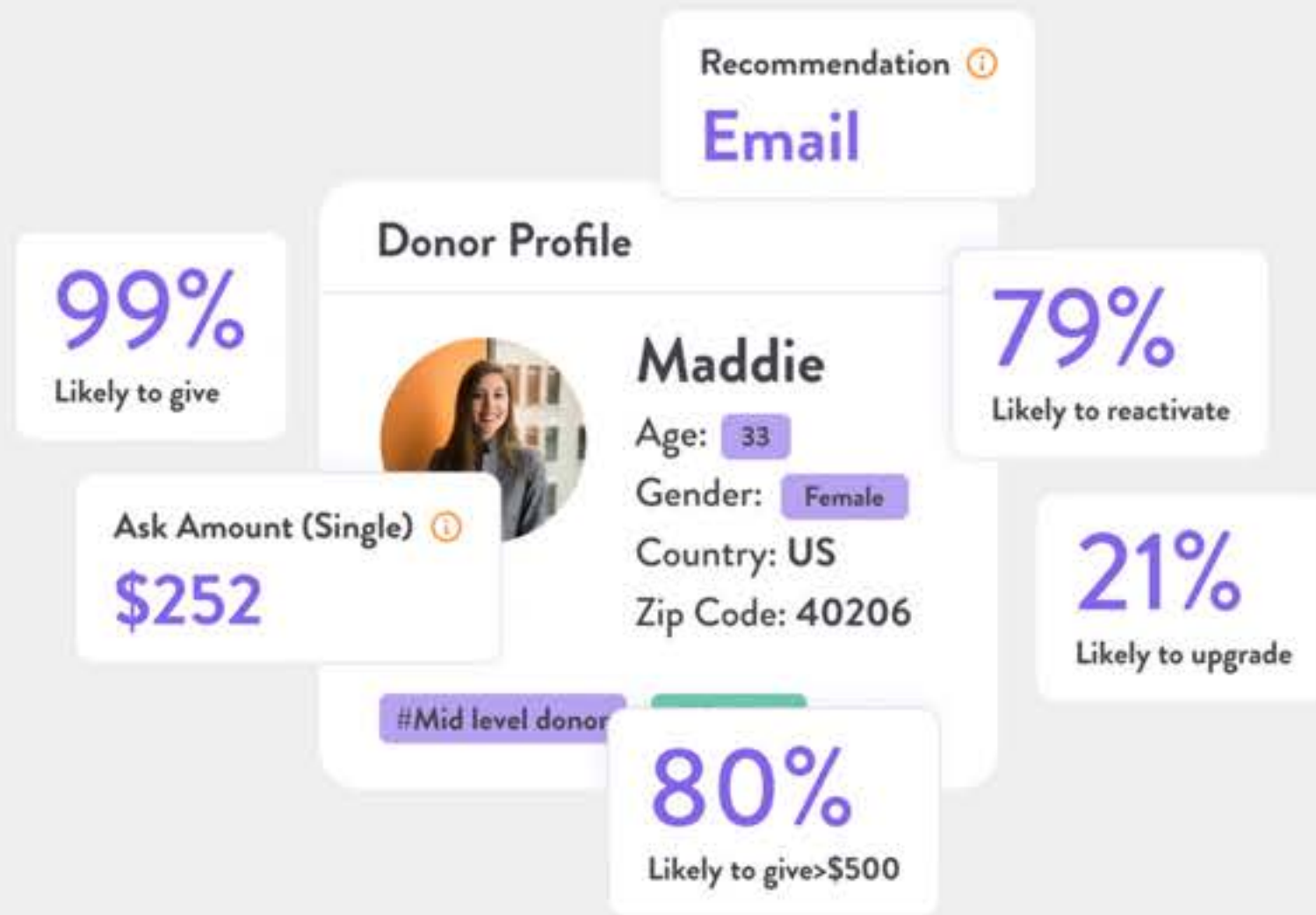
Possibly an older donor



How can you make sure **every donor** gets the **right campaign** at the right time?



Precision targeting & personalization is possible with AI



- Identify **WHO** to ask > Maddie
- Know **WHEN** to ask > Now
- Know **WHY** to ask > Single gift
- Know **HOW** much to ask > \$252
- Know **HOW** to ask > Email
- Know **WHAT** to say

Uses **ALL** of your data to determine donor preferences & propensities to take an action.



How it works



We connect with your key data systems (e.g. your CRM and email platform). Our integration options make the setup easy.

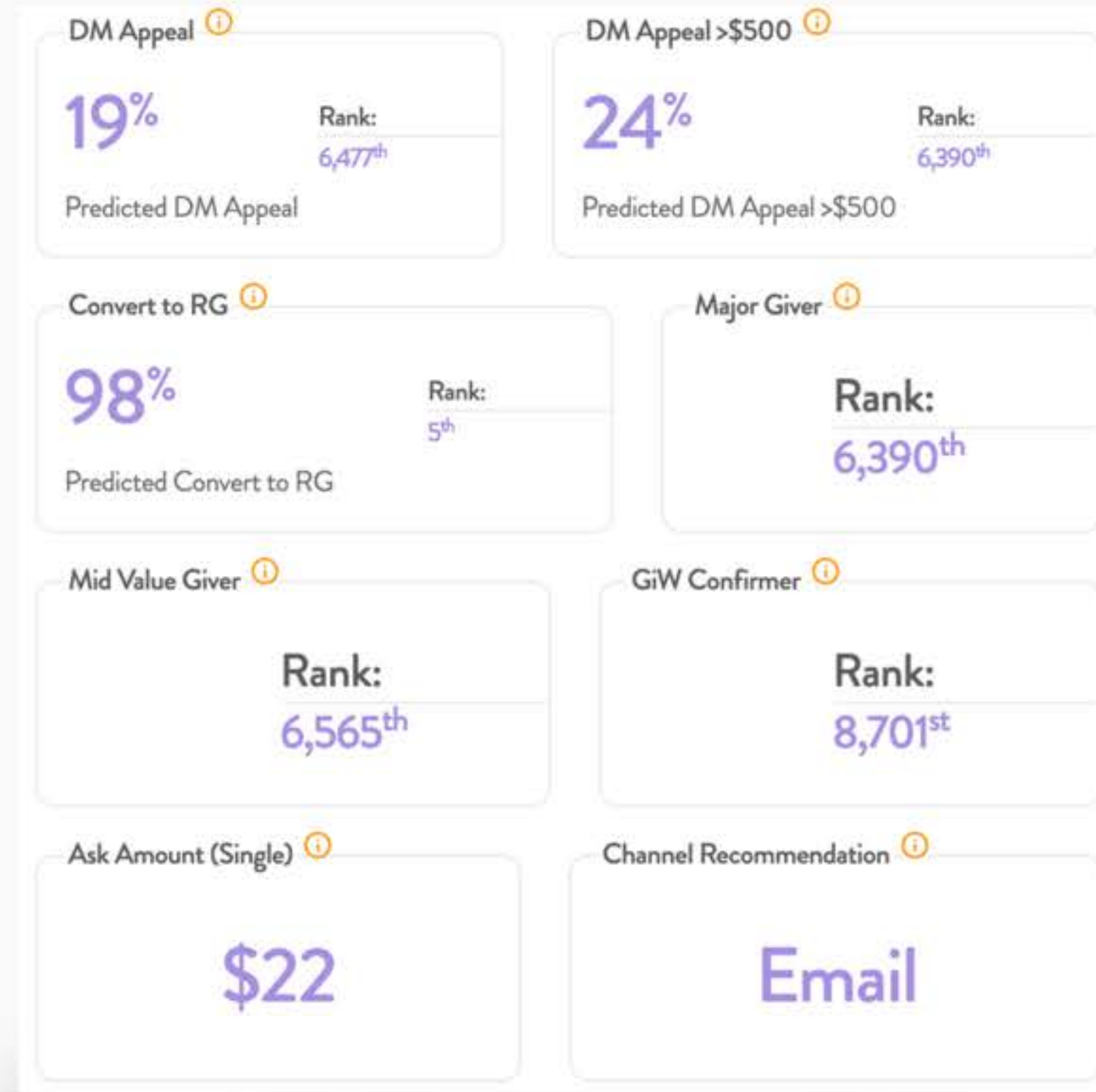


Our machine learning models generate predictive scores for every donor, every week, for all your key fundraising goals.



Your team uses Dataro to create precision-targeted audiences, benchmark your performance, and streamline time-intensive tasks like list building, reporting, and content/journey creation.

Donor-centric means a 360° View for every donor



Top 12 use cases to grow your fundraising with AI



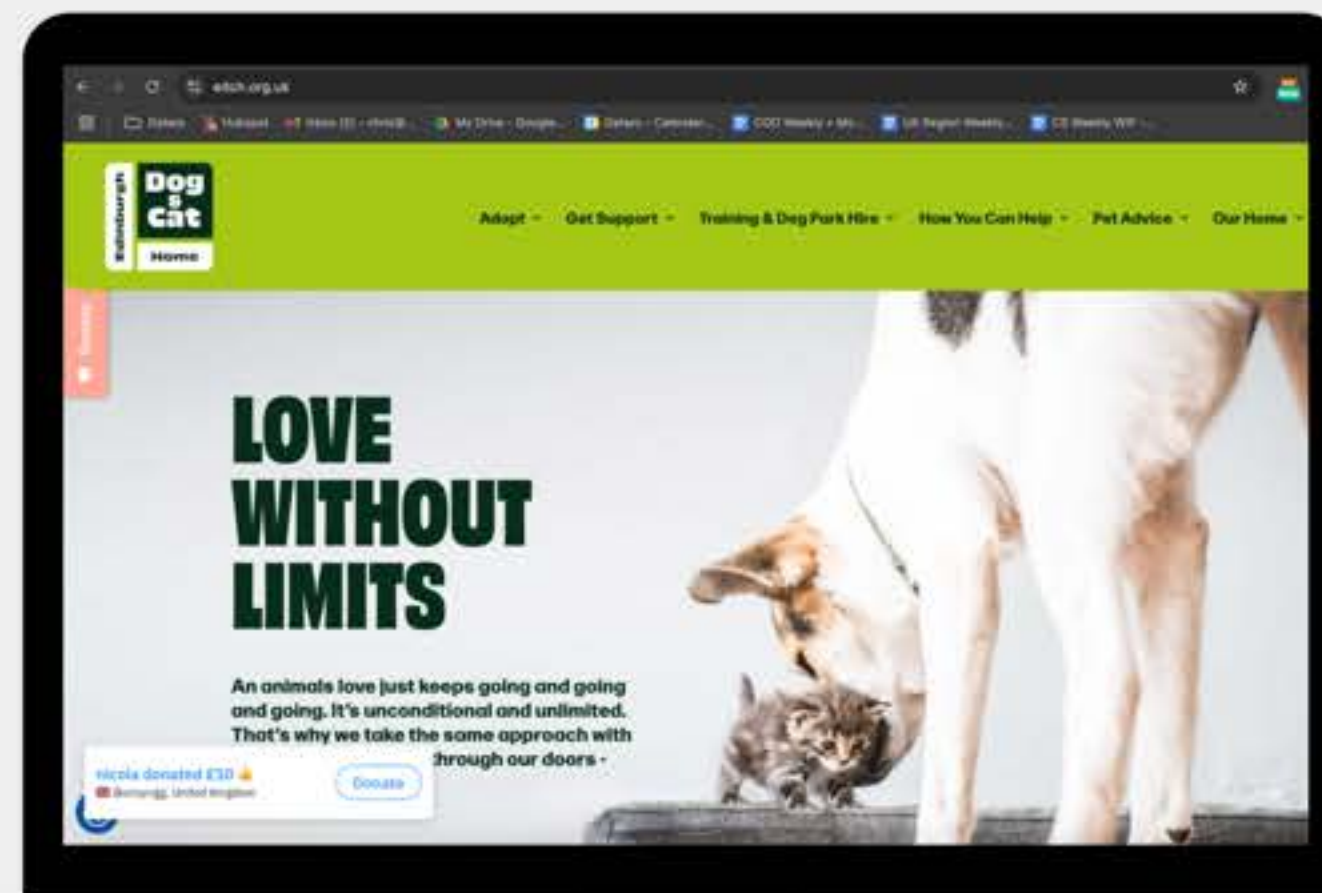
1. Increase appeal revenue
2. Retain, upgrade and reactivate more RGs
3. Convert more regular givers
4. Get more mid-level donors
5. Identify new major donors
6. Identify new legacy prospects
7. Convert more non-donors into donors
8. Automate fundraising analytics
9. Talk to donors about the right topics
10. Benchmark vs your peers
11. Tailor content with generative AI
12. Streamlining segmentation



Edinburgh Dog & Cat Home Grow RG with AI

EDCH has been rescuing and rehoming animals in need for over 140 years. In 2024, we joined forces to try to get more upgrades, reactivations & conversions.

- 156 monthly donors opt-in to upgrade their recurring gift value (37% conversion)
- 40 lapsed donors reactivate their recurring gifts
- 35 single-gift donors convert to recurring giving



“We’ve been using Dataro for just over 6 months and are so impressed with what it’s helped us to achieve within individual giving. The list builder has allowed us to identify new opportunities and prospects who otherwise may not have been our radar...”



An interview with Danielle...

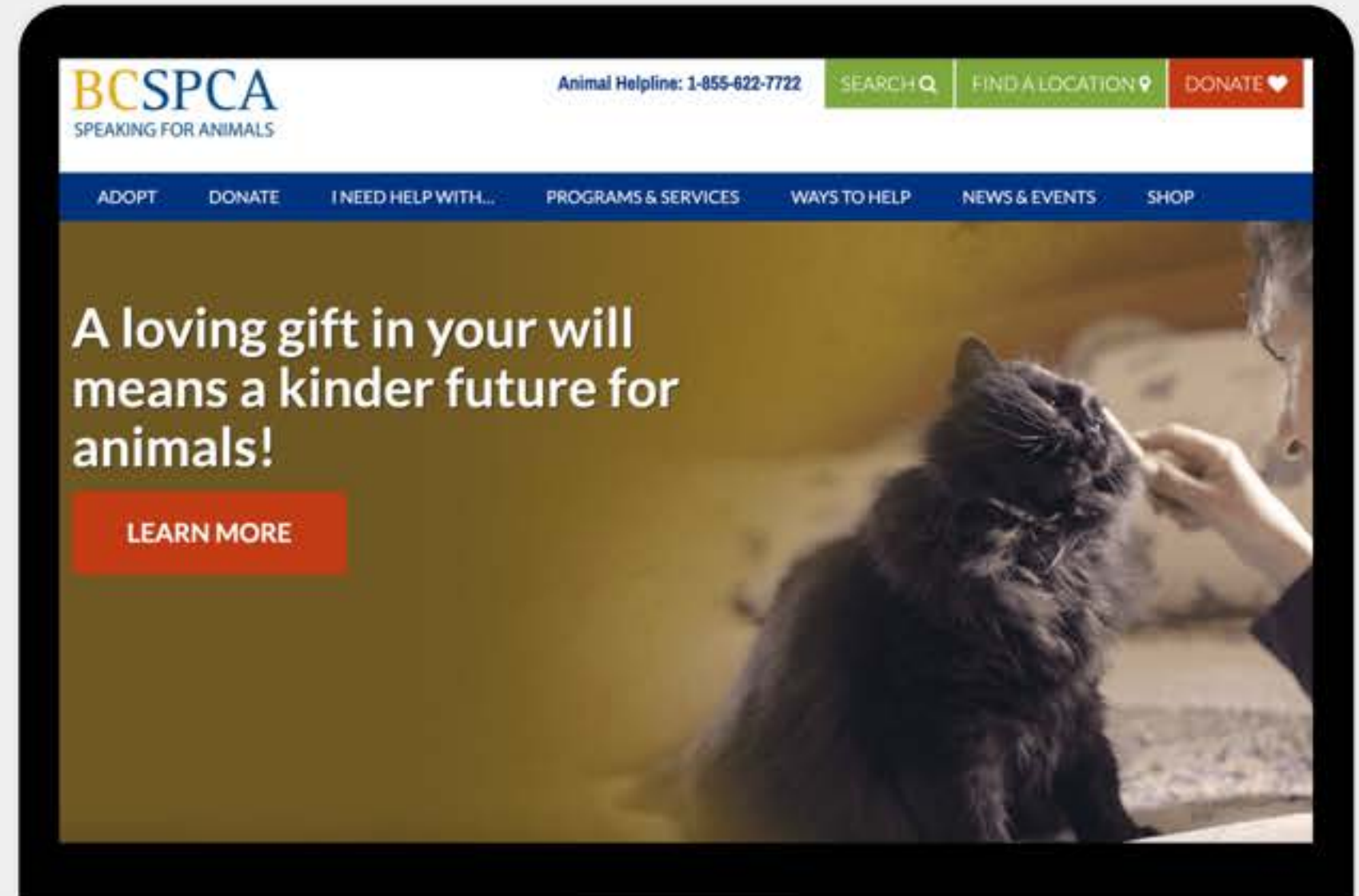
dataro

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**Why did you start
looking into Dataro's
AI fundraising tools +
what are you hoping
to achieve?**

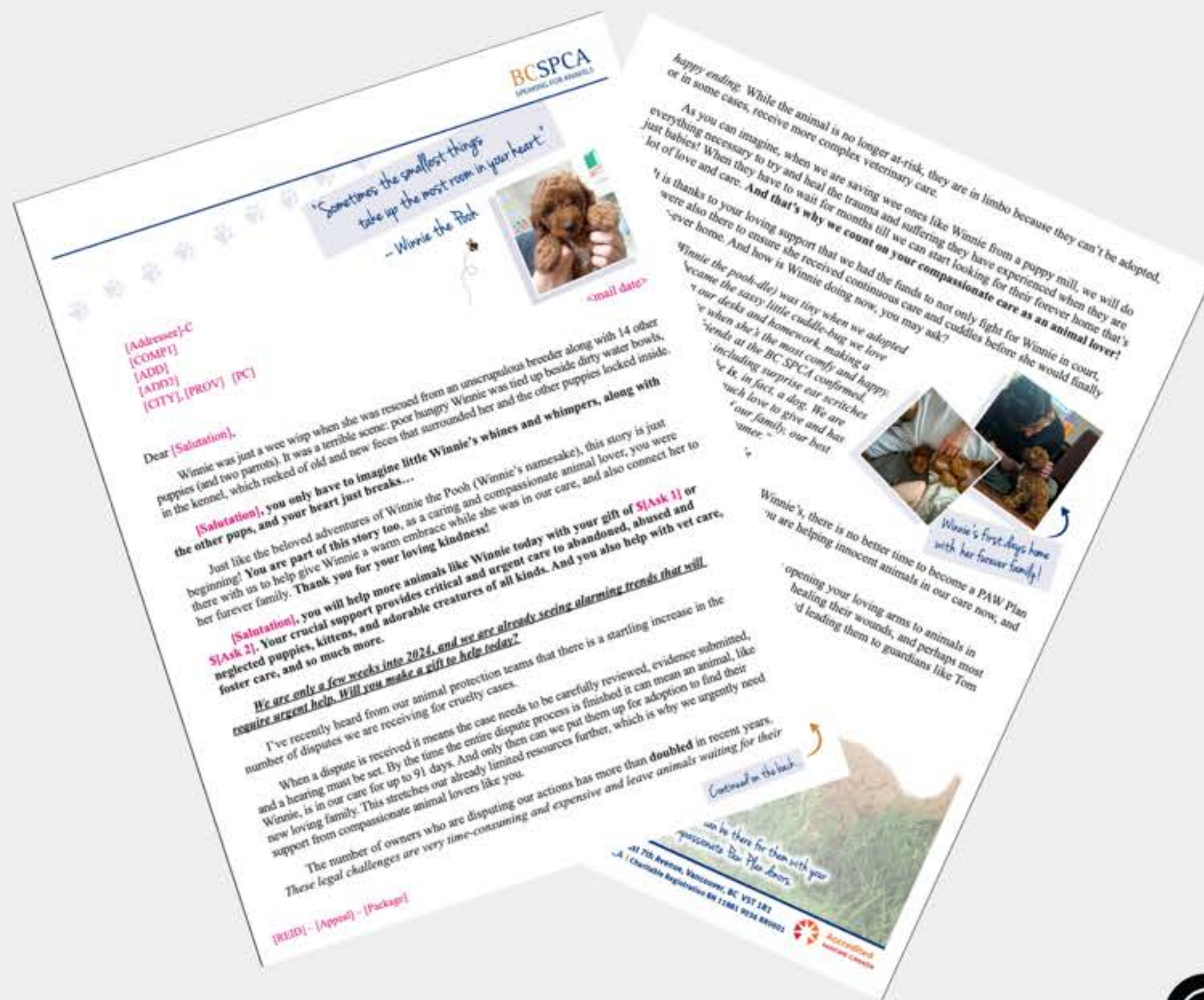




We saw strong results in your initial mail appeals - can you walk us through how you used Dataro in these campaigns?

Example results

- 14.9% lift in # of gifts in Dataro segment
- Testing Dataro Ask Amounts
- Strong performance in lapsed segments





You've started using Dataro in recurring giving calling programs - how are you planning to use selections to grow RG?

Example results

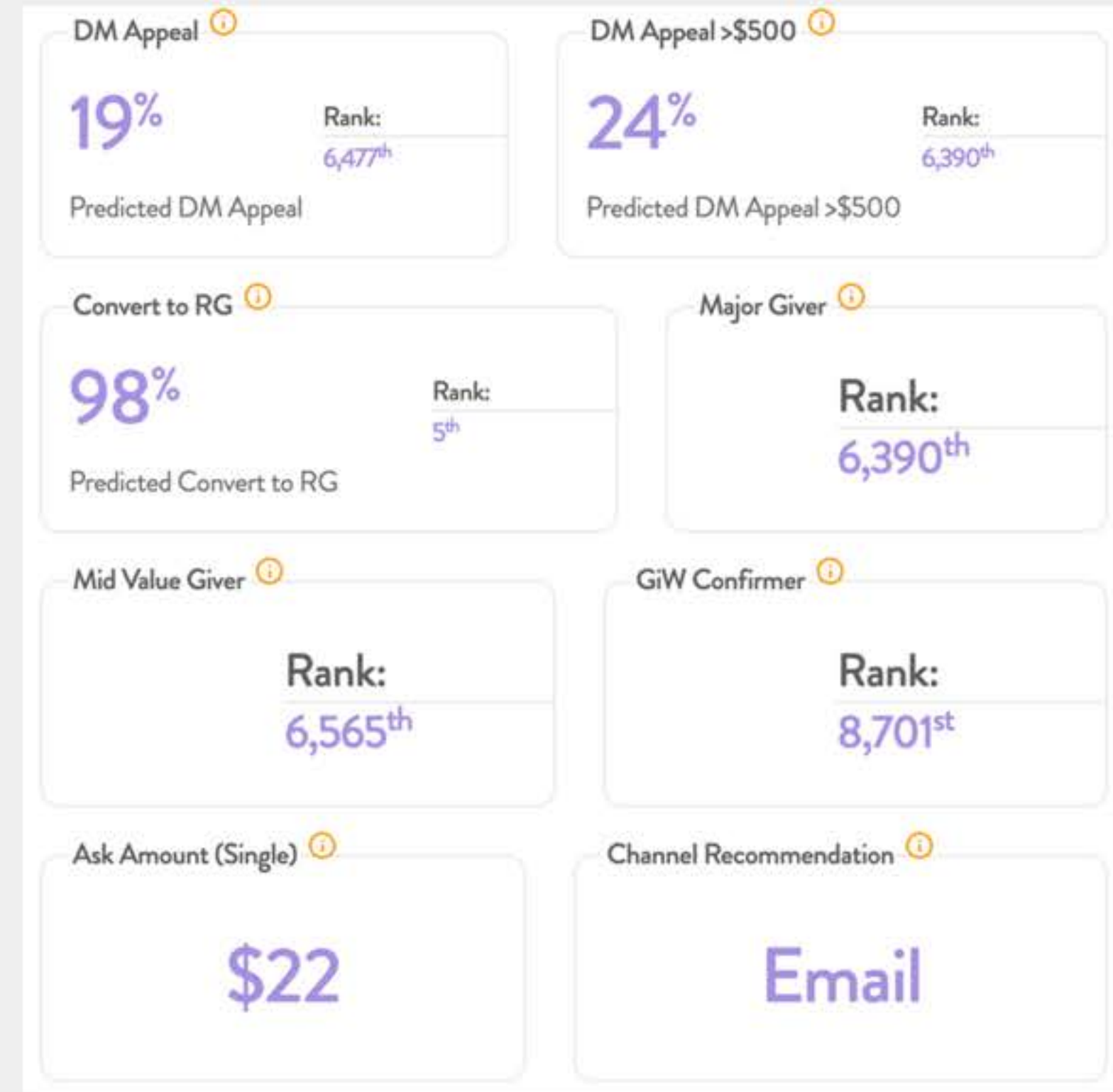
- 4% YTD increase in response rate for upgrade calling.
- Simpler list selection process...





What are you planning next? We've talked about legacies, major, mid - how do you think you can include AI into these program areas?

What do you think are the big opportunities for other fundraisers and organisations?





A quick poll

Which part of your fundraising program do you think could benefit the most from AI & why?





Donor Interest Areas

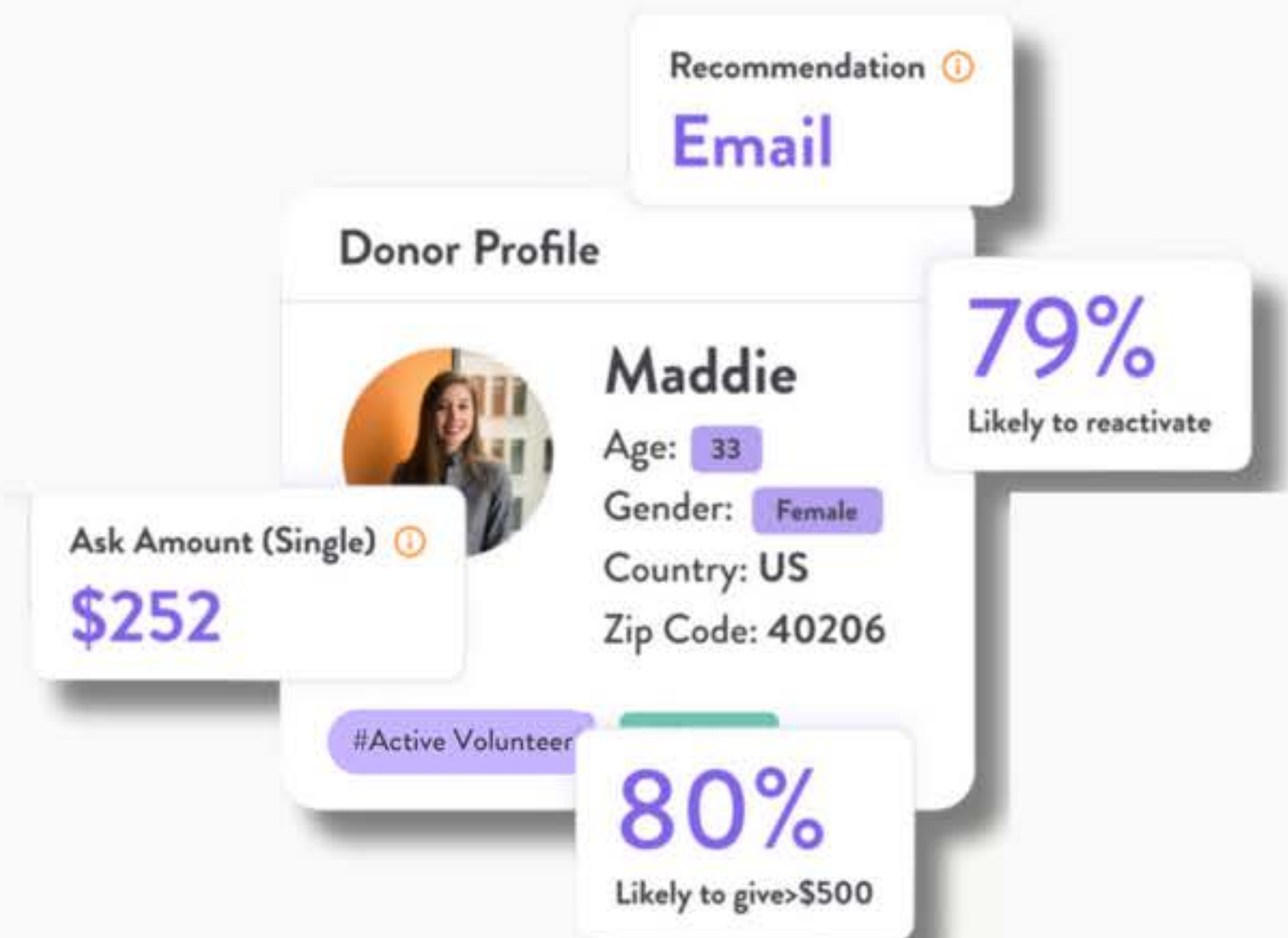
- Personalized **content recommendations** for each donor based on prior engagement
- AI-powered **segment recommendations** for planned campaigns, based on content preferences and propensity to respond

First Name ▼	Gender ▼	Age ▼	Country ▼	Pred. Cause Affinity ▼
John	Male	22	USA	Oceans
Thomas	Male	46	USA	Nuclear
Bryan	Male	60	USA	Food
Sadie	Female	42	USA	Nuclear
Mary	Female	27	USA	Forests

First Gift Modelling - Converting Non-Donors



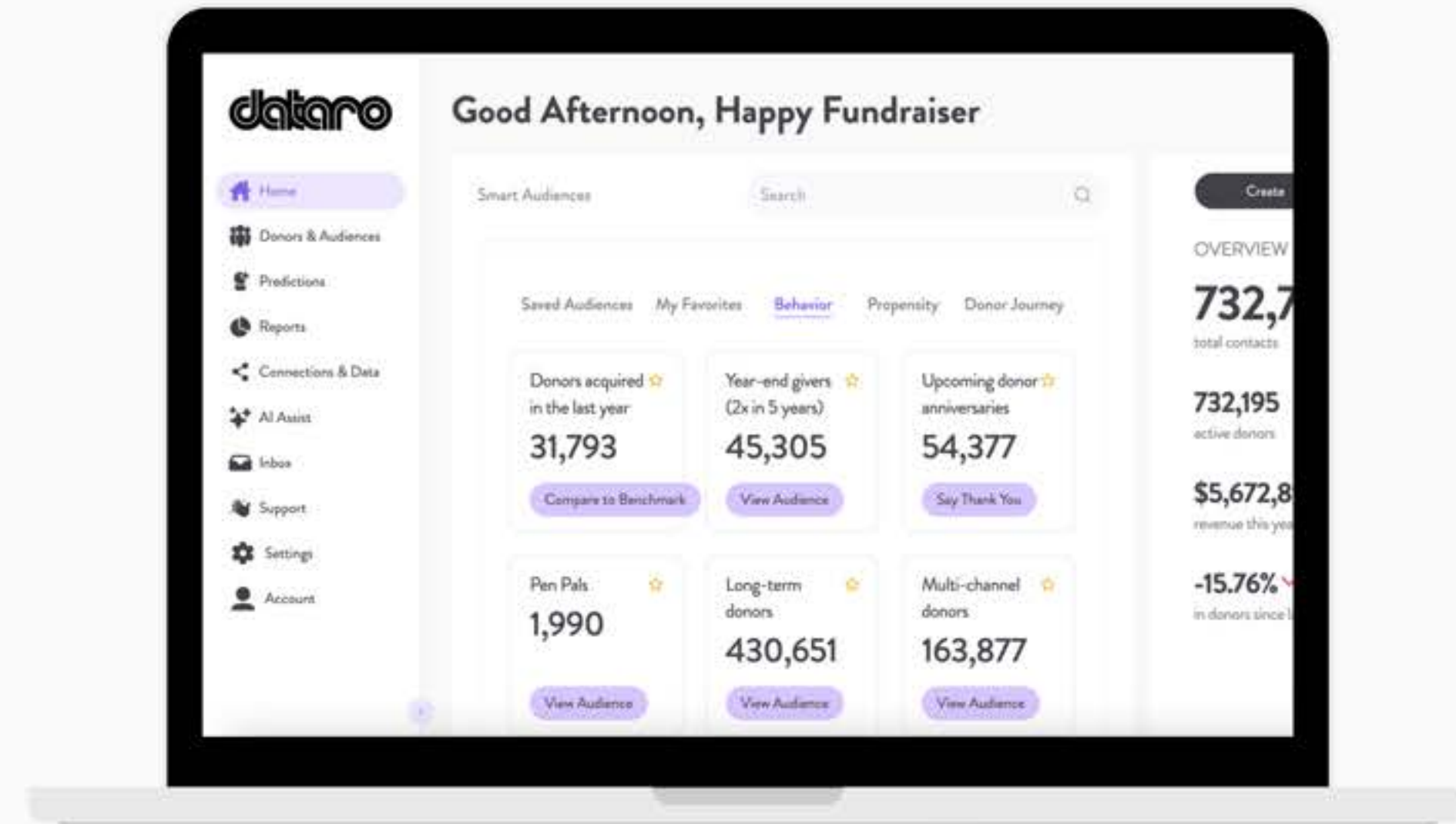
- Donor conversion model identify supporters most ready to become donors
- Each supporter's recommended outreach strategy considers their preferred channel, timeline, message, and more



Smart Audiences & Actions



- Identify, filter and save the audiences you need for better campaign results
- Take action, like push to Facebook, push to Google, or push back to CRM





Focus Group Discussion

Fast forward two years into the future. What is the biggest challenge you hope AI has solved for you?



Book your Demo
here for 10% off
your first year
subscription



[Dataro Demo with Chris](#)
or email chris@dataro.io

Connect with
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Thank You!

