

INSPIRE FUNDRAISERS!



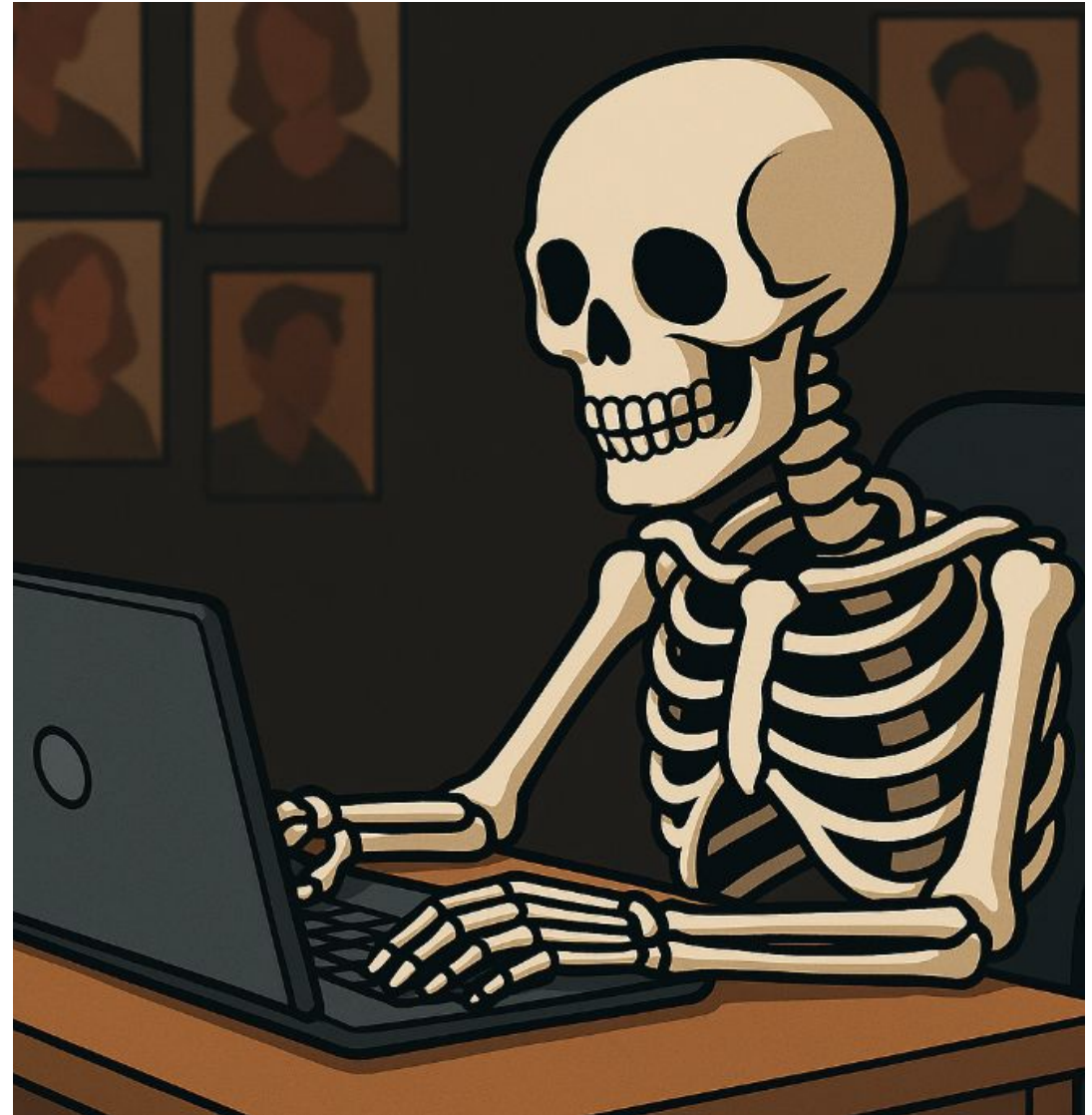
"Amy, we're not really being replaced by robots, right?"

Fundraising in times of pressure, technology, and human connection



Where are we now?

- Fundraising = toughest department in the NGO sector
- Pressure rising: tax changes, global instability
- Targets stay the same, costs increase
- Partnerships under strain



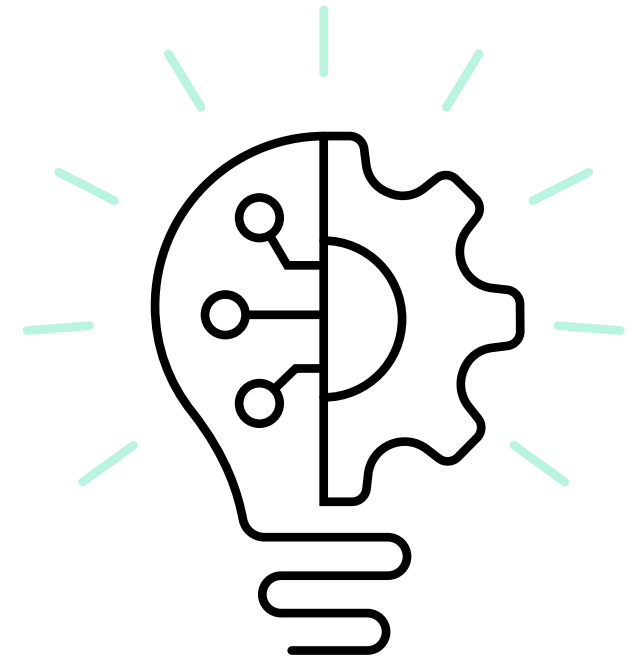
Technology Promise & Pitfall

- Everything sounds like ***the* solution**
- **CRMs, auto-tools...** but what's the real value?
- **Innovation is key**, but be critical

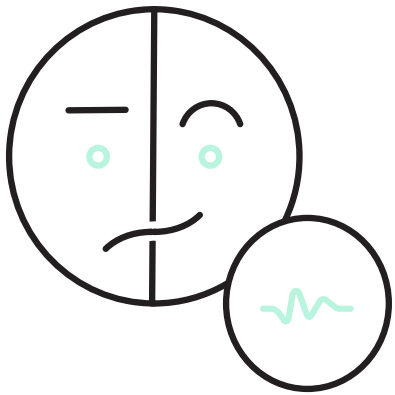


How can you get started without all the fancy tools?

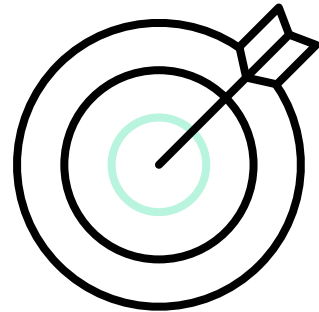
- No one-size-fits-all solutions
- Start small: test with 1000 contacts
- Analyse, adjust, repeat
- Don't blindly follow the tool



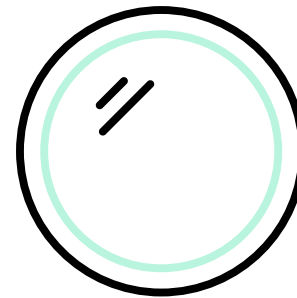
AI Emotion Detection



Detects emotions
during calls (from
both agent and
donor)



Goal: more
empathetic
conversations,
better **follow-up**



Not a
judgement,
but a **mirror**

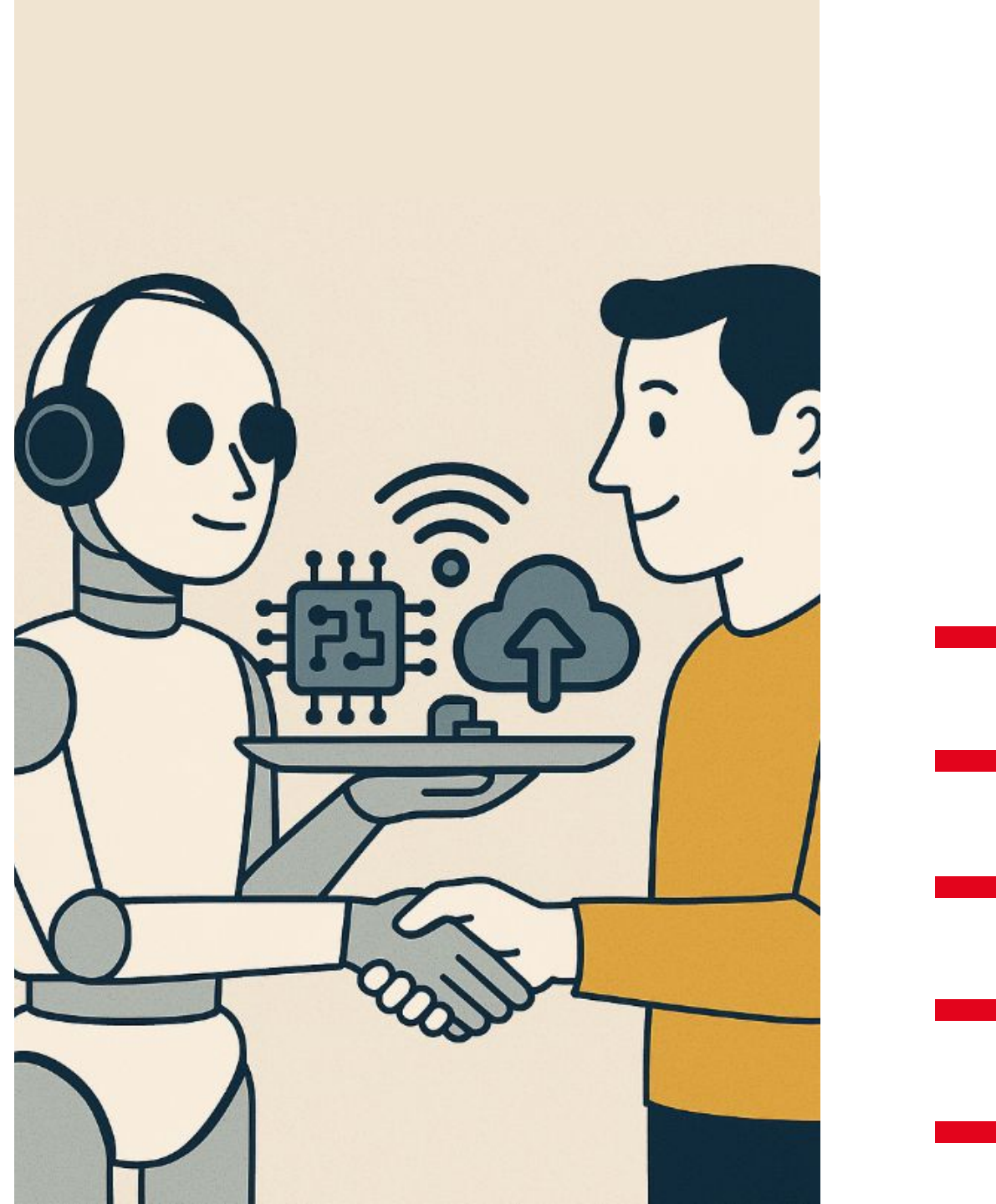


Use with care:
it's a **tool**, not a
replacement

Final Message

TECHNOLOGY ONLY HELPS IF:

- **People remain** at the center
- We invest in **true collaboration**
- We're **honest** about what **really works**



LET'S NOT
REPLACE
PEOPLE LET'S
EMPOWER
THEM.

