

Using AI

To Improve Supporter Experience



Elevate AI
BY FUNDRAISING DETECTIVE

INTRODUCING CHARITY ELEVATE AI

When we were asked to help a client with chatbots and AI in late 2024, we were stumped and didn't really know where to start. Craig, our founder, went on a bit of a mission to research and learn more about how charities might use AI.

He's been a bit like a kid in a sweet shop and got excited about the possibilities AI can bring for fundraisers and charities! That's why he's created Charity Elevate AI - to simplify, unify and amplify the work of charities through harnessing AI-tools.

Our aim is to connect people back to their missions - not get bogged down in processes and politics. We believe that AI has the potential to unlock great fundraising by freeing up fundraisers to do more of what matters - connecting with supporters and building relationships i.e. the stuff you can't outsource to AI!

Want to learn more and have a free consultation on how AI could help your charity? Get in touch with Craig at craig@charityelevateAI.com or hello@supporter-experience.co.uk

Three Offers For Delegates

We've three special offers for delegates at the Supporter Experience conference. Find out the full details at: www.charityelevateai.com/SX-2025

01

Claim Your Free Brand Toolkit and Product Playbook

Be the first to try our new flagship content creation platform – which is your own charity specific AI. Build journeys, create social media posts and craft appeals based on your brand voice and audiences.

02

Free Audit and Process Review

How might you free up time by automating processes and using AI to improve supporter experience? We're offering a free audit (value £499) to the first three charities to get in touch. We'll share an action plan to help get you started with AI and automation.

03

Half Price Set Up Fee for Your First Chatbot or AI employee

Want to explore how you might use a Chatbot on your website, social media channels etc? Curious to test how voice AI can handle calls 24/7 and improve your supporter care? We're offering three charities a £500 discount on our standard £999 set-up fee.

AI IN CHARITIES - Our Free Resources

Across our partner companies we share a range of free content and resources for you to access. Check out the links below.

01

The AI and Automation Fundraising blog

Where we share our latest research and how we're practically using AI to improve the supporter experience:

<https://charityelevateai.com/charity-elevate-ai-blog>

02

The Supporter Experience blog

Tools, reports and insight on all things related to supporter experience.

<https://www.supporterexperience.co.uk/blog>

03

Guide to Fundraising Investment

A comprehensive guide on how to build the case for investment in fundraising. We'll share how to build the rational and emotional case:

<https://www.thebingosolution.com/investment-guide/>

04

Regular Giving ROI Calculator

A free tool that gives a glimpse into the power of BINGO. Work out the ROI on any regular giving investment: <https://demo.thebingosolution.com/>