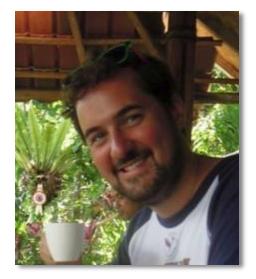# AI Q&A

Convert more donors and engage more supporters with cutting edge technology

Gordon Walsh
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Accessible Intelligence

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Engaging Networks

engaging NETWORKS

accessible
intelligence

Adoption of AI in the sector

Adoption of AI

61% of charities are using AI tools on a daily basis, growing from just 35% in 2023.[1]

61%

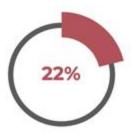**However**, 45% of charities also report that they are using these tools informally and not as part of a broader strategy or plan.[1]

45%

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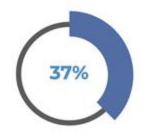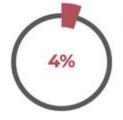
Use of AI and plans for the future

Preparation for AI

22% of charities felt that they were prepared for the opportunities and challenges posed by AI.[1]

22%

Future use of AI

Surprisingly 37% of charities reported that they were taking **no** steps to engage further with AI![1]
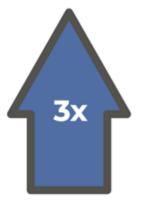
37%

AI tools and services

Only 4 out of every 100 charities are working to develop AI-powered services for their communities.[2]

4%

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AI in action: Rainforest Action Network

Converting supporters who have never donated

Using AI to match the emotional tone of emails with individuals previous responses increased conversion rate by 3x[3].

3x

accessible intelligence

AI in action: Mercy Home for Boys & Girls

Converting Campaigners to donate

AI-driven advocacy segments converted campaigners to give 1,680% more effectively than a charity's marketing team[4].

£

1,680%

accessible intelligence

AI in action: Amnesty International Canada

One-off to regular donor conversion

Using AI-derived segments delivered a 1,994% uplift in a regular donor upgrade campaign compared to the charities existing team[5].

%

1,994%

accessible intelligence

Ethical AI…

Thank You!