

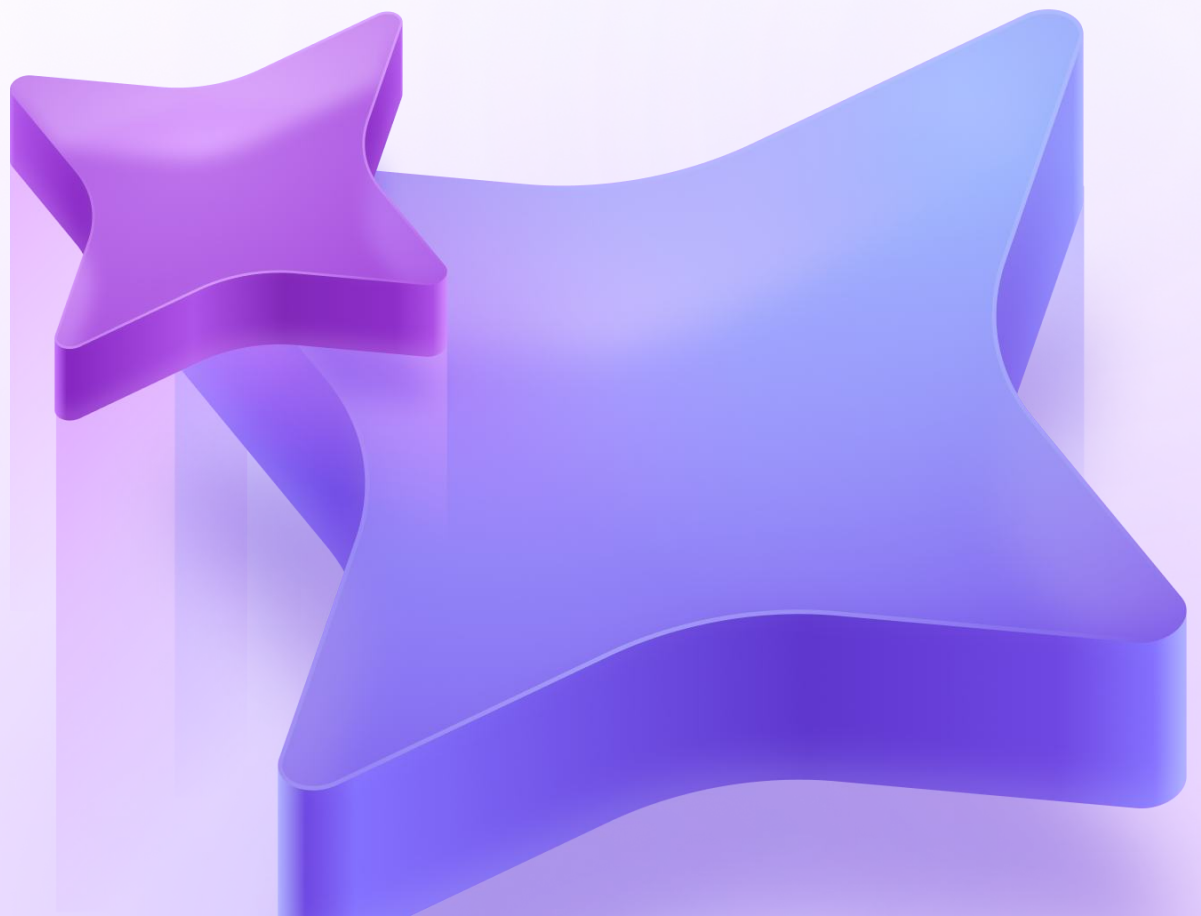


AI deep dive brochure



Meet the donor where they're at with Fundraise Up's AI

AI-powered features are used within Fundraise Up to help you achieve more donation revenue by reducing friction, increasing conversion, and increasing donation amounts by creating a more tailored, responsive and personalized donor experience.



AI optimized features

- suggested optimal donation amounts
- intelligent upgrade prompts
- dynamically populate payment methods
- cancellation process
- transaction cost coverage

Fundraise Up uses AI to optimize features based on live engagement data and donor anonymous metadata (non-PII). This approach ensures a more personalized and effective donor experience by considering both the behavioral patterns and the non-personal attributes of the donors.

Where does the data that powers AI come from, and what makes it valuable?

The AI/ML engine utilizes over 80 non-PII (non-personally identifiable information) data points that dynamically optimize and shape the donor experience to increase engagement, conversion rates, and create the path of least resistance to secure gifts and donor relationships.

Data points include anonymized things like:

- OS / browser and device type
- screen resolution and pixel ratio
- time on site/pages viewed
- browser locale
- URLs and UTM tags
- traffic source: direct, search, paid, social
- visitor city from IP address
- visitor local time and weekday (factoring holidays, common salary cadences, etc)
- local country public holiday
- number of seen pages during the session, and time spent on the website
- processor performance and device memory
- network type (cable/mobile/wifi) and connection speed
- internet provider name
- battery level and if it is charging (ability to expedite the donation process if the battery level is low)

Data points do not include factors such as:

- name
- email
- postal address
- age
- sex
- SSN
- phone number
- other personally identifiable information (PII)

Why you benefit from the large dataset powering Fundraise Up's AI

Over 3,000 nonprofit organizations use Fundraise Up around the globe. The amount of data that we have been collecting for years allows us to train our ML model at a very fast rate. This large dataset allows our ML modeling to be more accurate, and much quicker, than a standalone website with an infinitely smaller dataset or data from different sources. Additionally, this also allows us to run dozens of micro A/B tests a year to further optimize the giving experience without disruption of service or risk of decrease in performance.

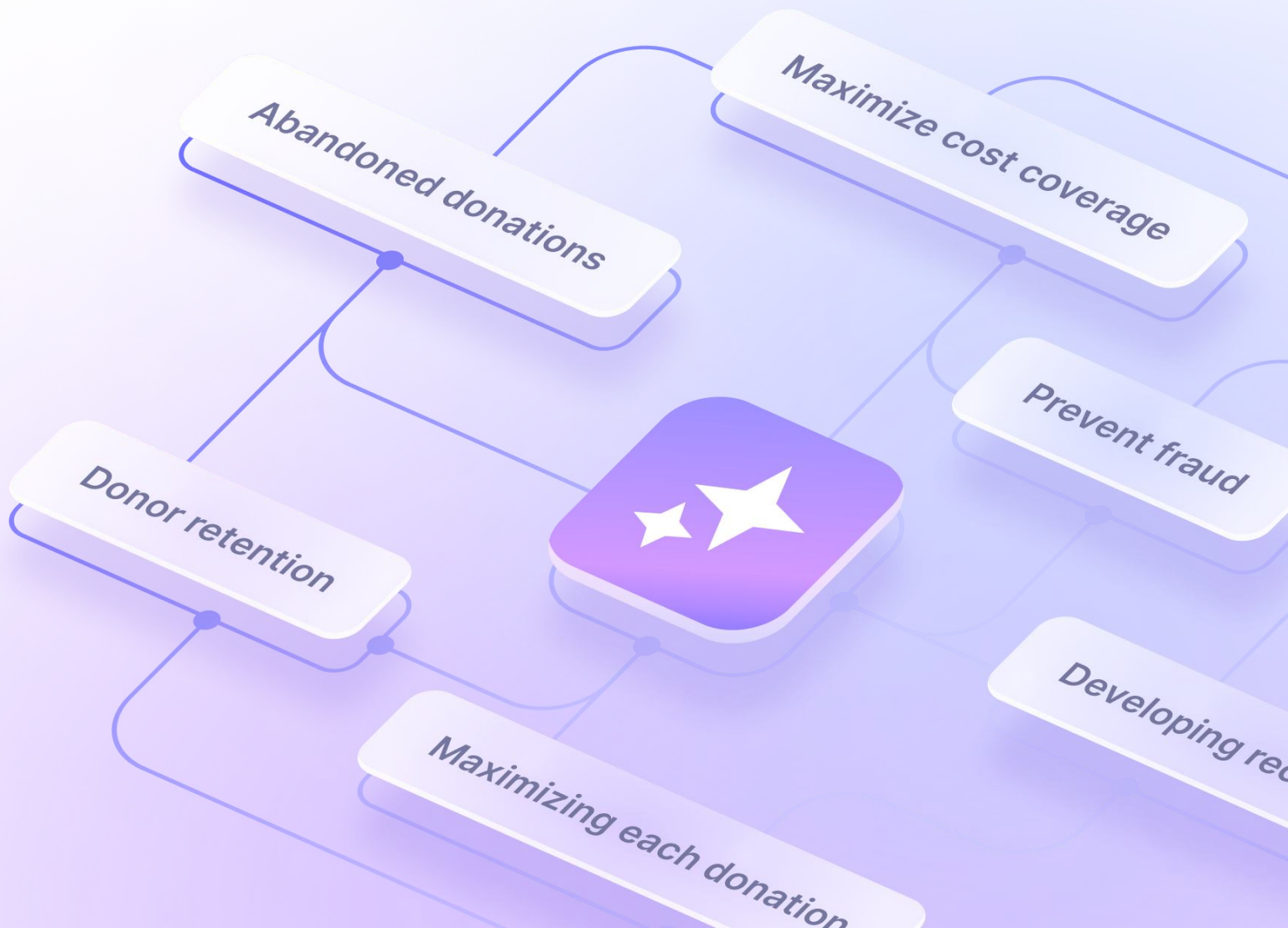
Your organization will benefit from the insights obtained from this large and valuable dataset. As more organizations leverage Fundraise Up's platform, this model will only increase in size allowing for more accuracy and possibilities for identifying new insights. For any single organization doing this on their own — they will never be able to match the breadth, depth and volume of the data model. The model learns not only from those who clicked on the donate button and if they completed it or not, but also from those who never clicked on the donate button. This is as important as the data from donors in order for the model to become smarter.

This substantial set of data that drives AI is unique to Fundraise Up. As pioneers of using AI in the donor experience, our platform will always be ahead of others who incorporate AI at a later stage. You'll benefit from the knowledge collected over years of experience with donations. Examples of this include AI recommending how much to suggest for a donation, based on the behavior and attributes of the donor. Someone looking at your donation page at 9pm on a Friday night will get a different suggestion than someone looking early in the morning on a Monday — all based on data collected about what people have done in the past. Once you're using Fundraise Up, the data for your organization will lead to tailored AI for your organization.

The holy grail for nonprofits has always been “what is the perfect amount to ask” the truth is it is 100% dependent on who you are asking. There is no one size fits all. Historical data on how a donor has behaved in the past was valuable and certainly better than guessing. But how a donor is behaving in the moment is significantly more indicative of how they will respond right now. Beyond being logical this is demonstrated by the results. Life changes. What a donor gave last year could be drastically different than what they are prepared to give this year.

Fundraise Up features optimized by AI

AI is used throughout Fundraise Up to optimize specific features that help you achieve higher conversion and increased donation amounts. Here are the features where you will see AI at work, and the impact that we've seen from these features.



Abandoned donations

Show the most appropriate payment methods for each donor

AI dynamically populates the payment methods, currency type, and language that a donor is most likely to use, reducing friction. Regional payment methods like Direct debit and SEPA, and convenient global payment methods like PayPal, Apple Pay, Google Pay are available based on settings and geolocation. These options are prioritized and the ones that are most likely to be used are displayed.

IMPACT ON CONVERSION AND DONATIONS RAISED

Overall conversion rate is higher by 0.5%. Further enhancements planned to improve this.

Donor retention

Reduce cancellations with suggested payment flexibility and proactive credit card updates

When a donor goes to cancel a recurring donation we present options to change their donation amount, or pause their gift for a period of time. We also utilize Stripe's AI tools to automatically update expiring credit cards, and to intelligently retry failed cards.

IMPACT ON CONVERSION AND DONATIONS RAISED

UNICEF has seen a 48% reduction in attrition using Fundraise Up. AI based retries decrease churn rate up to 3%.

Increase conversion

Suggest the optimal donation amount for each donor

Fundraise Up suggests personalized donation amounts that are most likely to result in the largest donation from a potential donor—without giving them sticker shock or collecting less than the donor was willing to give.

By analyzing GDPR compliant data, we utilize tools like geolocation, device, time of day/year, and the browser to sculpt the ideal ask. Our system learns from your supporters and suggests the maximum donation amount specific to each individual supporter.

IMPACT ON CONVERSION AND DONATIONS RAISED

When the AI suggested gift amount is enabled, on average it yields 10-15% more revenue, and 2x the amount of donor acquisition.

Developing recurring donors

Present intelligent upgrade options when donor is most likely to give

We've seen a lot of success encouraging donors to upgrade their donation to a recurring donation instead of a one-time donation and by reaching out to existing donors with upgrade options. AI is used to make an upgrade suggestion that is most likely to be successful—tailoring the suggested amount to the donor based on their behavior.

IMPACT ON CONVERSION AND DONATIONS RAISED

2x to 3x more recurring gifts created than before.

Motivate donors with social proof

Utilize elements to create urgency

AI is used in our Elements to provide social proof that adds urgency and motivates donors to give more.

IMPACT ON CONVERSION AND DONATIONS RAISED

3.5% increase in conversion when social proof displayed. Using AI in the Pop-Up element contributes an extra 1% to revenue.

Maximize cost coverage

Make smart recommendations for covering transaction costs

We've put a tremendous amount of research and testing into making covering transaction costs easy and fluid with machine learning, so that donors aren't shocked when they check out. Thanks to that, our AI balances the fee coverage rate with the conversion rate, providing an optimal solution. Using machine learning, we're able to calculate the ideal transaction cover amount by examining the most common payment methods used, landing on the ideal amount by looking at historical data in aggregate.

For example, data tells us that it may not make sense to suggest that transaction costs are covered for a large donation of \$25,000, but it makes sense to suggest it for smaller donations of \$25. We've seen significantly improved conversions for both small and large gifts because of this AI driven feature.

IMPACT ON CONVERSION AND DONATIONS RAISED

On average, 87% of donors cover all transaction costs. We have seen an average of 1.5% increase in revenue with Adaptive Fee Coverage.

Incentivize donors to give more

Use impact descriptions to motivate donors

Using impact descriptions with personalized suggested amounts will incentivize donors to give more.

Our AI picks 3 suggested amounts — namely, those that best suit each supporter's giving potential — out of the amounts where you've added a description, and shows those 3 amounts with their impact descriptions.

IMPACT ON CONVERSION AND DONATIONS RAISED

68% of donors agreed that it's important for them to know how the organization makes an impact.

Prevent fraud

Fraud prevention with strictly necessary cookies

Strictly necessary cookies help ensure security, maintain core functionalities and prevent fraudulent activities by helping us detect potentially harmful or illegal use of our services. To aid secure transactions and minimize fraud, we collect additional information through these cookies and other technology in order to identify bad actors and prevent them from making fraudulent donations.

IMPACT ON CONVERSION AND DONATIONS RAISED

We identify that 1.3% of transactions are fraudulent and are able to successfully block all of them.

Maximize each donation

Upgrade links to streamline increasing donations

Donors can easily increase their recurring donations. By adding upgrade prompts directly into the monthly instalment emails, we reduce extra steps by eliminating the need for donors to navigate away or re-enter their information.

IMPACT ON CONVERSION AND DONATIONS RAISED

2.5% of donors converted from a one-time gift to a monthly gift by pre-donation upsell. 1.1% of donors start a monthly gift from the post-donation upsell.



Fundraise Up's commitment to privacy first AI



We meet the highest standards of security and privacy in the industry

At Fundraise Up, we prioritize privacy-first AI to safeguard donor data. We are proud to be ISO 27001, SOC II Type 2 and PCI Level 1 certified by independent auditors, and GDPR compliant, ensuring that our practices meet the highest standards of security and privacy in the industry.

The evolution of AI, particularly with the advent of tools like OpenAI's ChatGPT, has spotlighted the need for responsible data usage in machine learning. We champion this new era's heightened focus on data protection, recognizing its crucial role in maintaining donor trust.

Donor privacy remains intact

Donor data is sacred at Fundraise Up. Access is strictly limited and used solely for essential customer support, ensuring donor privacy remains intact. Our policy is clear: only nonprofits and donors have a right to donor data. As a ledger for online donations, we maintain a complete record of every transaction processed through our platform, yet access to donor data is restricted and granted only when necessary for customer support, such as donor or gift troubleshooting.

Our AI, predating ChatGPT, leverages anonymous data, ensuring donor privacy by excluding personal identifiable information (PII) in both past and future model training. We provide controls for nonprofits to disable AI features on a per-feature basis, allowing for a tailored approach that suits their specific needs. Furthermore, we've implemented safeguards to prevent any negative experiences for donors, ensuring their interactions with our platform are consistently positive and respectful of their privacy.

Using AI to improve the donor experience

Much like how machine learning and modeling are employed in sectors like aviation and public transport to improve safety, security, Fundraise Up's AI significantly improves the donor experience without relying on personal identifiable information. If you've ever flown or used public transit, you've experienced the benefits of machine learning in action, seamlessly integrated and functioning without the need for your personal data. This is akin to how we approach modeling at Fundraise Up.

Anonymity and relevance are prioritized

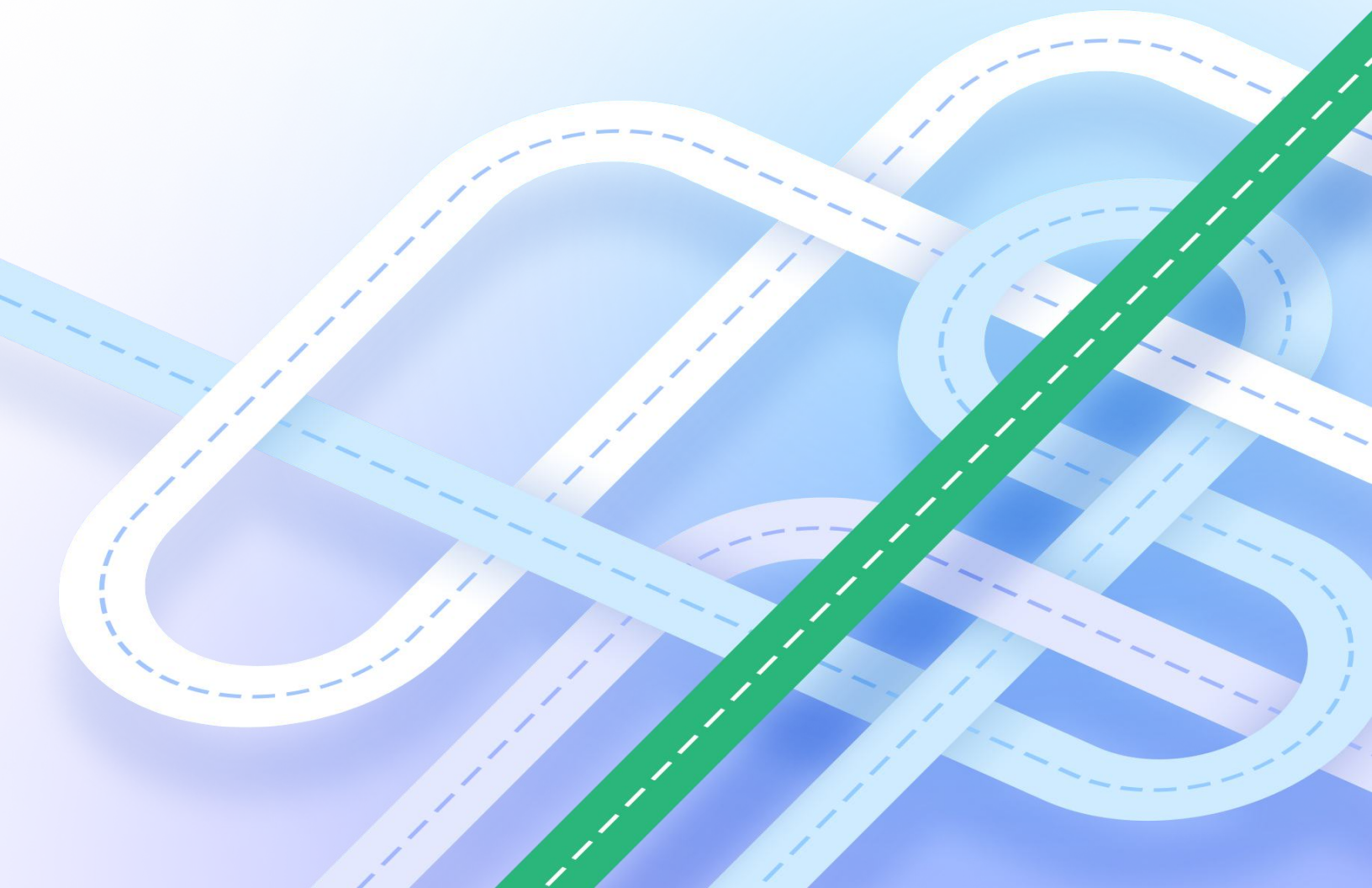
Our models are designed to prioritize anonymity and relevance. In our commitment to privacy, we meticulously do not gather personal identifiable information (PII) nor organization-specific data from our datasets. Instead of using direct data, we employ flags that provide essential context to our models. This means they don't differentiate between who is a donor to organization A or organization B.

Our anonymous donor data is used solely to identify that a person is a donor and the amount they have donated, with flags indicating key behaviors or trends without revealing identities. This approach ensures that while we can predict and understand donor behavior, we do so without compromising individual identities or the confidentiality of the organizations we serve.

Furthermore, for most AI features, our models are optimized at the organization level. This means that the AI models your nonprofit interacts with are primarily influenced by data from your own donors. This organization-specific optimization allows us to provide a customized experience that is both effective and respectful of donor privacy. By focusing on your unique donor base, we ensure that our AI tools are finely tuned to your organization's specific needs and dynamics.



Fundraise Up's AI-driven approach: traffic analogy



Conventional approach to gift arrays – the world’s largest traffic jam

Envision being mired in the world's largest traffic jam. This analogy parallels the conventional, manual approach to setting gift arrays in nonprofit donation forms. Traditional traffic lights operate on fixed timers, regardless of actual traffic flow. Traditional traffic lights treat all vehicles the same, whether it's a rushed ambulance or a leisurely drive. Similarly, the manual approach to gift arrays offers static anchors, not tailored to the specific donor.

- **Widespread inefficiency**

Just like the world’s largest traffic jam, where every vehicle is stuck in the same slow-moving queue, the manual approach presents identical, unoptimized donation options to all donors (new and returning), regardless of their unique giving potential.

- **Static and unresponsive**

In this traffic jam, there’s no adjustment to individual destinations or urgency. Manually suggested gift amounts fail to adapt to diverse donor behaviors or motivations, leading to a one-dimensional and often ineffective fundraising experience.

- **Donor frustration and lost opportunities**

The frustration felt by drivers in a traffic jam reflects the experience of donors who face a generic donation form. This lack of personalization can lead to decreased engagement and potentially lost donations.

Fundraise Up's AI-driven approach: smart traffic management systems

Contrast this with smart traffic management systems, analogous to Fundraise Up's use of ML models for optimizing suggested gift amounts.

- **Dynamic, real-time adjustment**

Smart traffic systems adjust signals in real-time based on current traffic flow, just as Fundraise Up's ML models dynamically adjust donation suggestions based on real-time engagement, location, and behavioral data, offering a personalized experience for each donor.

- **Optimized for efficiency and flow**

Just like smart traffic systems enhance overall traffic efficiency and reduce congestion, Fundraise Up's approach optimizes the donation process, potentially leading to higher engagement and more effective fundraising.

- **Customization for diverse conditions**

Smart traffic systems tailor their operation to the specific needs of different streets and times, akin to how Fundraise Up tailors its ML models to the unique characteristics and needs of each nonprofit, moving away from the one-size-fits-all approach.

Modern traffic systems use real-time data to adapt to current conditions. Nonprofits and donors, like commuters, can benefit from machine learning without providing PII. Fundraise Up employs machine learning to adjust donation suggestions based on live engagement data and donor metadata (non-PII). This approach ensures a more personalized and effective donor experience by considering both the behavioral patterns and the non-personal attributes of the donors.