

DMAW Creative Day, 5/7/25

AI + Creative

Marc Ruben

Partner, M+R

Tareq Alani

Co-Founder, Chorus AI

Violeta Bermudez

Sr. Manager, Learning and
Impact, Progressive Multiplier





Multichannel
Fundraising



Brand &
Creative



Audience &
Message Research



Campaign
Strategy



Analytics &
Optimization



Advertising



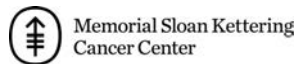
Advocacy &
Organizing

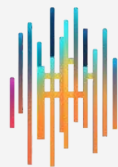


Strategic
Comms



Influencer
Marketing





Chorus AI

Raise More Money

Engage More Supporters

The digital workspace built specifically for nonprofit development and marketing teams.

<https://chorusai.co>



**A few of the organizations
who trust Chorus AI**

Progressive Multiplier

Vision

Our vision is a sustainable progressive movement with the scale and power to achieve justice, realize democracy, and restore the environment.

Mission

Money multiplied. Knowledge democratized. Change amplified.

We build progressive power by helping groups organize diverse financial capital and revolutionizing how the movement invests in its own ability to sustain and scale.



What are nonprofits doing?

M+R Benchmarks 2025

216 Participants: A Sonnet

How do we love you? Let us count the ways.
We love you to the depth and breadth and height
Our charts can reach, as every point we cite
Depends upon your data and your grace.
We love you for the trends you help us trace,
The insights that surprise, inspire, excite.
We love your data, the truths you bring to light.
We love your patience, for questions that we raise.
We love the serious nerds who love to use
This Benchmarks Study, which more or less
Could not exist without all you who choose
To join the fun. We love you all to death
For sharing all the clicks and gifts and views,
For making this Study possibly our best.

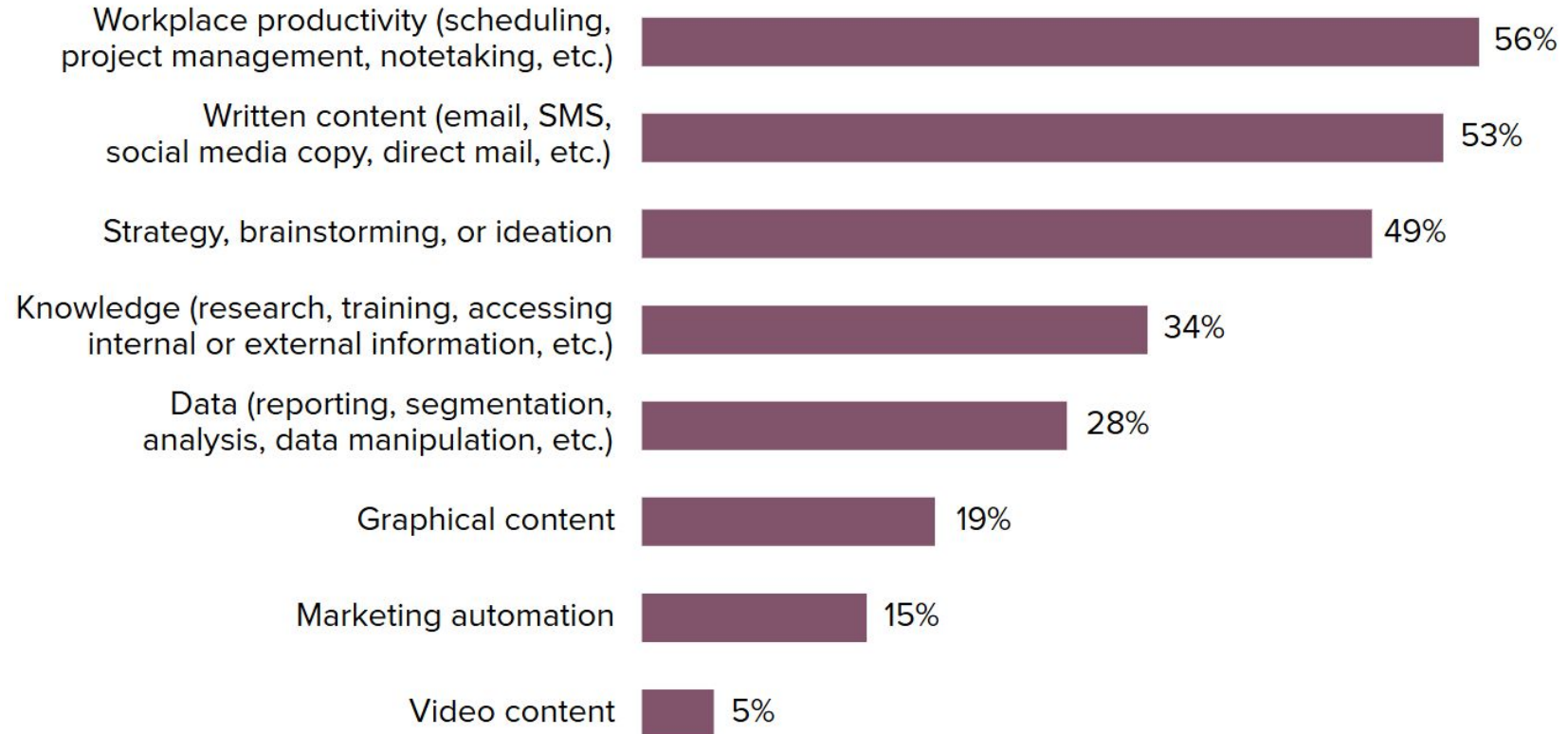
“ ”



78% of organizations used generative AI in their marketing, fundraising, and/or advocacy programs.

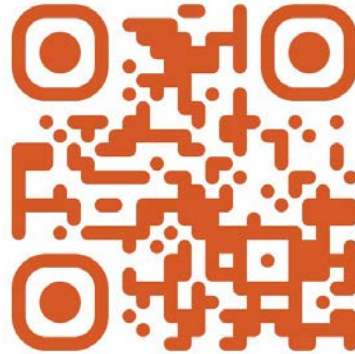
Only 42% reported having policies, procedures, or guidelines in place around the use of AI.

Do staff at your organization currently use Generative AI in any aspects of your marketing, fundraising, and/or advocacy?



Get the study!

mrbenchmarks.com



What are supporters saying?

“If a charity you support announced they were implementing AI in their fundraising operations, how would it affect your willingness to donate?”

43%

more likely to donate (9%), or neutral (34%)

31%

less likely to donate

25%

“It would depend on how they use AI.”

Donors' top concerns about AI

None of these concern me:	5.3
AI-powered chatbots for donor or beneficiary support:	3.8
Predictive analytics for donor behavior:	3.5
AI bots portrayed as humans representing a charity:	2.9
AI-generated content for fundraising appeals or reports:	2.8
Automated decision-making for grant allocations:	2.6

Plus, lots more stats! Some of which conflict!

82% of nonprofits are using AI informally/ad-hoc, mostly to **generate content** like drafting donor emails. [[AI Equity Project](#)]

Only 15% of nonprofits **disclose** their use of generative AI tools. [[Nonprofit Perspectives on Generative AI Report](#)]

63% of **fundraisers are unsure** about using generative AI for **donor communications** because it seems less personal, but 82% are comfortable using AI for donor research. [[The Nonprofit Productivity Report](#)]

Higher-dollar donors are more likely to support nonprofits using AI – 30% for high donors, 19% for medium donors, and 13% for small donors. [[Charities Aid Foundation](#)]

30% of nonprofits say that AI has **boosted fundraising revenue** in the past 12 months. [[State of Nonprofit Digital Engagement Report](#)]

Bottom line...

Take any stat with a grain of



What are supporters doing?

Feeding America: Will an “AI disclaimer” impact fundraising over 6 emails?

A

[Donate before midnight on Friday and help get meals to kids and their families this weekend and beyond.](#)

Thank you for your support.

Sincerely,

Linda Nageotte



Linda Nageotte
President & Chief Operating Officer
Feeding America

B

[Donate before midnight on Friday and help get meals to kids and their families this weekend and beyond.](#)

Thank you for your support.

Sincerely,

Linda Nageotte



Linda Nageotte
President & Chief Operating Officer
Feeding America

This email was created by Feeding America's team with the assistance of generative artificial intelligence. Our team manages all aspects of the content development and assures all information is accurate and true.

Feeding America: Will an “AI disclaimer” impact fundraising over 6 emails?

A

[Donate before midnight on Friday and help get meals to kids and their families this weekend and beyond.](#)

Thank you for your support.

Sincerely,

Linda Nageotte



Linda Nageotte
President & Chief Operating Officer
Feeding America

B

[Donate before midnight on Friday and help get meals to kids and their families this weekend and beyond.](#)

Thank you for your support.

Sincerely,

Linda Nageotte



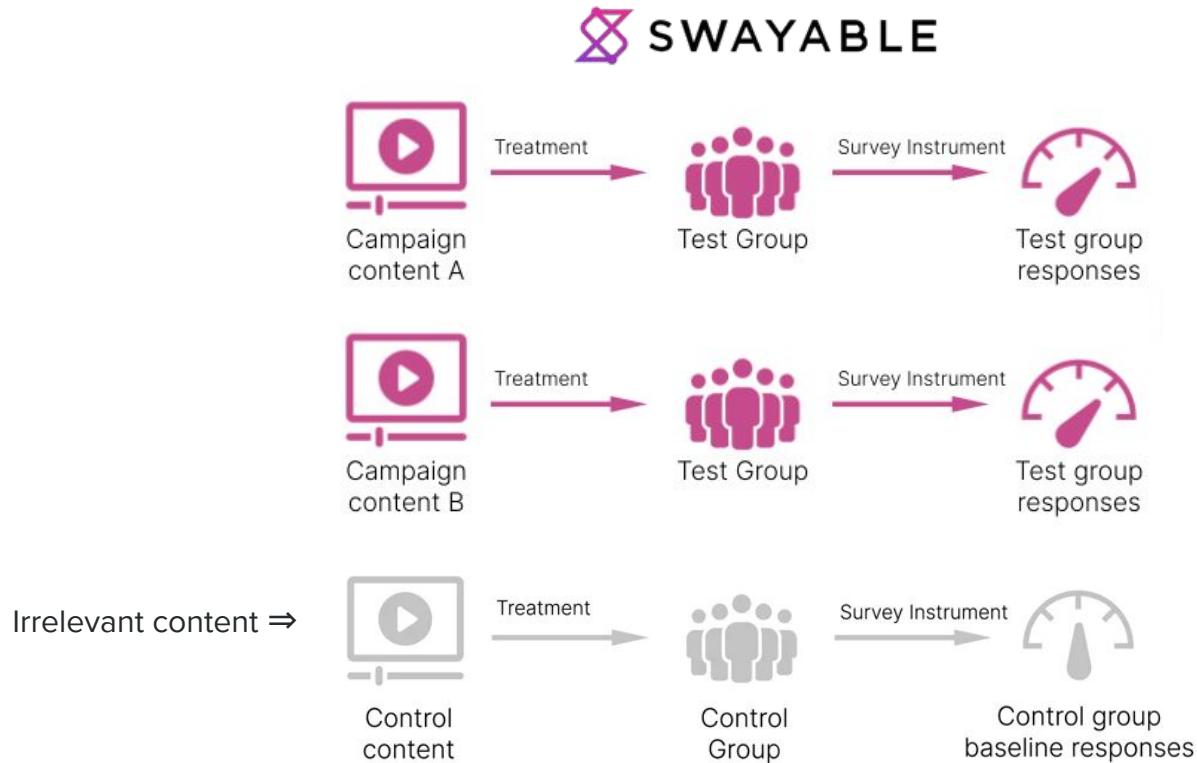
Linda Nageotte
President & Chief Operating Officer
Feeding America

This email was created by Feeding America's team with the assistance of generative artificial intelligence. Our team manages all aspects of the content development and assures all information is accurate and true.

WINNER: +38.2% Revenue per Recipient
+11.5% more donations

Over the course of six emails (four appeals, two engagement/cultivation), a randomized 50% of the list saw an AI use disclaimer and 50% saw the same emails with no disclaimer. The disclaimer version increased Revenue per Recipient by 38.2% (with 99% confidence).

What about a (fake) organization with no brand recognition?



A



Friend—

As you know, GiveNow Fund USA helps wherever it's needed most. **And right now, we need YOUR help.**

A generous donor has offered to [match all gifts to GiveNow Fund USA in the next 30 days up to a total of \\$5,000,000](#). Our team of experts puts every gift to work immediately, through our network of trusted and vetted local partners – providing meals for folks who don't have enough to eat, getting families back on their feet after disasters, helping kids with chronic diseases, protecting animals in danger, and more. **That's why we've earned a 4-star rating from Charity Navigator.**

[Donate now and your gift will go TWICE as far.](#)

—The GiveNow Fund USA outreach team

B



Friend—

As you know, GiveNow Fund USA helps wherever it's needed most. **And right now, we need YOUR help.**

A generous donor has offered to [match all gifts to GiveNow Fund USA in the next 30 days up to a total of \\$5,000,000](#). Our team of experts puts every gift to work immediately, through our network of trusted and vetted local partners – providing meals for folks who don't have enough to eat, getting families back on their feet after disasters, helping kids with chronic diseases, protecting animals in danger, and more. **That's why we've earned a 4-star rating from Charity Navigator.**

[Donate now and your gift will go TWICE as far.](#)

—The GiveNow Fund USA outreach team

This email was created by GiveNow Fund USA's team with the assistance of generative artificial intelligence. We review all content to ensure it is accurate and true.

C

= Control

= irrelevant content

= Baseline (to measure impact of A&B on Donation Intent)

A



Friend—

As you know, GiveNow Fund USA helps wherever it's needed most. **And right now, we need YOUR help.**

A generous donor has offered to [match all gifts to GiveNow Fund USA in the next 30 days up to a total of \\$5,000,000](#). Our team of experts puts every gift to work immediately, through our network of trusted and vetted local partners – providing meals for folks who don't have enough to eat, getting families back on their feet after disasters, helping kids with chronic diseases, protecting animals in danger, and more. **That's why we've earned a 4-star rating from Charity Navigator.**

[Donate now and your gift will go TWICE as far.](#)

—The GiveNow Fund USA outreach team

+2.5 pts vs baseline for Potential Donors

+0 pts vs baseline for Active Donors

B



Friend—

As you know, GiveNow Fund USA helps wherever it's needed most. **And right now, we need YOUR help.**

A generous donor has offered to [match all gifts to GiveNow Fund USA in the next 30 days up to a total of \\$5,000,000](#). Our team of experts puts every gift to work immediately, through our network of trusted and vetted local partners – providing meals for folks who don't have enough to eat, getting families back on their feet after disasters, helping kids with chronic diseases, protecting animals in danger, and more. **That's why we've earned a 4-star rating from Charity Navigator.**

[Donate now and your gift will go TWICE as far.](#)

—The GiveNow Fund USA outreach team

This email was created by GiveNow Fund USA's team with the assistance of generative artificial intelligence. We review all content to ensure it is accurate and true.

+0 pts vs baseline for Potential Donors

+0 pts vs baseline for Active Donors

C

= Control

= irrelevant content

= Baseline (to measure impact of A&B on Donation Intent)

NOTE: Both A and B drew “scammy/spammy” comments, so it’s possible an unfamiliar org predisposed donors against the unfamiliar (AI). Use extra caution around AI with relatively-unknown orgs or acquisition audiences!

How do we do any of this ethically?

M+R's AI Rubric: Every AI use case must...

- **Drive impact for clients** and internal teams by reducing costs and/or improving the efficacy of our work
- **Allow human review** or spot-checking of any AI-created output to:
 - **Support anti-racism, equity and inclusion** efforts in the workplace and client work (not just “checking for bias”)
 - **Maintain M+R's high standards for quality, accuracy, and effectiveness**, with staff retaining 100% responsibility for these standards
- **Ensure data security** for any sensitive data
- **Be disclosed to clients** in cases when we're using AI tools to generate content or ideas for client deliverables.

A good rule of thumb:

**The closer you get to human expression,
the more human your creative process should be.**



OK, but how do we actually DO THIS?