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Rethinking Generosity

Overview & Offering

AIforLove helps foundations and nonprofit organizations reimagine generosity by using AI and automation to build deeper, more adaptive relationships with supporters.

We don't replace your tools — we connect and elevate them.

Our approach empowers small teams to make meaningful, measurable connections with donors, volunteers, and community members — at scale.

Three Pillars of Support
We help you track and grow all forms of generosity:

1 Donors

- Strengthen loyalty through smart touchpoints
- Adapt messaging based on past giving behavior
- Make every donor feel seen, appreciated, and involved

2 Volunteers

- Understand their preferences and availability
- Nudge toward continued involvement and celebration
- Make coordination simple and recognition automatic

3 Community

- Track engagement beyond donations or volunteering
- Identify micro-actions and loyalty trends
- Create a long-term relationship with your broader network

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Modular Product Suite

A suite of products designed to work on their own — or plugged together as part of a larger system.

Core System

Generosity Engine

SMART, REAL-TIME PROMOTION POWERED BY ACTIVITY

The core AI-powered system that tracks, adapts, and nudges engagement across all supporter types.

- Smart flows for donors, volunteers, and community
- Modular and adaptive to your existing tools
- Enables all other modules to work

Insights

UNDERSTAND WHAT'S WORKING AND WHERE TO FOCUS

Turns supporter activity into actionable strategy.

- Dashboard views and engagement reports
- AI-generated suggestions: "Donor lapse alert", "Best time to post for volunteers"
- Entry product for orgs not ready for full automation

Add-Ons

Engagement Engine

SMART, REAL-TIME PROMOTION POWERED BY ACTIVITY

Promotes your work and responds to your community in real-time.

- Smart auto-generated social posts based on real activity (signups, updates, milestones)
- Optional chatbot that answers FAQs and logs new interest patterns
- Turns daily operations into meaningful outreach
- Especially powerful during events, campaigns, or new launches

Recognition Engine

AUTOMATED APPRECIATION THAT FEELS HUMAN

Automates appreciation and recognition in human, meaningful ways.

- Personalized thank-you messages
- Volunteer milestone tracking
- Social/email/web shoutouts
- Designed to keep supporters coming back

Language Engine

SPEAK THEIR LANGUAGE, WITH CARE

Reach supporters in the language they understand best.

- Tone-aware, culturally sensitive translations
- Tracks and remembers language preferences
- Optional human-in-the-loop review flow

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1. Generosity Engine

Track and grow engagement across donors, volunteers, and community members.

Connects with:

- Gmail, Outlook, Apple Mail, Yahoo
- CRM systems: Raiser's Edge, Salesforce, Kindful, Bloomerang, Little Green Light
- Event platforms: Eventbrite, Givebutter, Classy, Cvent
- Volunteer management tools: Better Impact, VolunteerLocal
- Social media (Instagram, Facebook, X, LinkedIn, Threads)
- SMS/email services: Mailchimp, Constant Contact, Twilio, MailerLite
- Donor platforms: CanadaHelps, Network for Good, Benevity
- Custom forms, sign-ups, spreadsheets (via Zapier/Make)
- Website forms and UTM-tagged traffic

What It can watch:

- Email opens, link clicks, replies
- Donations made (first, repeat, upgrade)
- Volunteer hours logged
- Event signups, RSVPs, check-ins
- Newsletter interactions
- Social media mentions, shares, tags
- Website behavior (scrolling, download, abandonment)
- Advocacy actions (petitions signed, shares)
- Birthday/anniversary triggers

What It can do:

- Score engagement by individual, group, or campaign
- Flag supporters at risk of disengagement
- Recommend who to re-engage — and how
- Group people by activity type (lurkers, champions, volunteers, new donors)
- Auto-detect shifts in behavior
- Suggest personalized follow-up sequences (emails, texts, cards)
- Create smart lists: e.g., "Volunteers active in last 6 months + no donation yet"
- Set up reminders: e.g., "Check in 3 months after X event"
- Highlight invisible supporters who are active but unrecognized

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2. Insights Engine

Turn your supporter data into real, actionable strategy.

Dashboard can show:

• Top 10 most active supporters (donor, volunteer, social, etc.)
• Who's drifting away and needs re-engagement
• Heatmap of engagement over the year (by date, channel, location)
• Event effectiveness (cost vs. action vs. retention)
• Content performance across email, social, and web
• Volunteer conversion and retention rates
• Donor upgrade/drop-off trends
• Predictive analytics: who's most likely to give next

Suggests actions like:

• Compare campaigns to find top-performing approaches
• Detect best time of day/week for engagement
• Show which segments respond best to which messages
• Map supporter journeys across all touchpoints
• Recommend audience segments for specific campaigns
• Identify missed opportunities (e.g., people who engage but aren't yet donating)
• Detect channel overlap and underperformance
• Connect unseen dots across email, social, forms, and events

Suggests Actions Like:

• "Re-send this campaign to people who opened but didn't act"
• "Invite this group to your next volunteer event — they've RSVP'd before"
• "Add a special thank-you to this month's top 10 advocates"
• "Highlight these donors in your next impact report"
• "Send a welcome series to these new subscribers from the gala"
• "Schedule re-engagement flow for these at-risk contacts"

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3. Recognition Engine

Make recognition automatic, personal, and meaningful.

• Triggers Recognition When:
• A donation crosses a milestone
• A volunteer logs hours or reaches a streak
• A supporter shares a campaign on social
• A new donor signs up
• A birthday, anniversary, or other meaningful date arrives
• Someone refers a friend or recruits another donor/volunteer
• A campaign goal is hit

Tools It Uses:

• Auto-generate personalized thank-you emails, SMS, or physical postcards
• Custom thank-you videos with name and campaign specifics
• Create digital badges or loyalty rewards (for gamified programs)
• Personalized shoutouts on social or newsletter
• Dynamic supporter timelines that showcase past involvement
• Surprise/delight triggers: "Random Act of Thanks" automation
• Generate gift ideas based on location, past activity, or interest
• Pull impact stats relevant to each supporter ("You helped us reach 82 students!")
• Automate nomination or spotlight forms for community champions

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4. Engagement Engine

Drive real-time interaction across channels to increase involvement and build momentum.

What It Connects To:
• Live chat tools (e.g., Intercom, Tidio, Facebook Messenger)
• Text platforms (Twilio, Community, WhatsApp)
• Email platforms (Mailchimp, ConvertKit, Constant Contact)
• On-site overlays and pop-ups
• Interactive forms, quizzes, pledges, and micro-surveys
• Social comment monitoring and reply triggers
• Voice assistants or phone trees (via Twilio, Voiceflow)

What It Can Trigger:
• Real-time "you're needed now" alerts for volunteers or donors
• Chat-style follow-ups after events or content engagement
• Personalized action nudges based on prior behavior
• Dynamic conversation starters on web/social (e.g., "Welcome back, we've got a new impact update for you")
• Rapid-response thank-yous or feedback requests
• Time-limited challenges or pledges (gamified engagement)

What It Enables:
• Two-way supporter conversations, not just outreach
• Micro-asks and in-the-moment recruitment
• Live "pulse checks" to sense mood or intent
• Rapid campaign acceleration through real-time loops
• Real engagement from casual visitors or silent subscribers

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5. Language Engine

Shape every message to sound on-brand, on-tone, and truly human.

What It Can Do:
• Rewrite donor emails to be warmer, clearer, and more compelling
• Translate formal policy or mission language into plain speak
• Summarize long updates into 2–3 powerful sentences
• Adapt tone for different segments (e.g., young activists vs. long-time donors)
• Auto-generate subject lines, thank-you notes, or campaign blurbs
• Reword AI output to match brand personality and values
• Rewrite content in first-person ("We're proud to…"), community-focused ("Together we…"), or impact-based tones

How It Helps:
• Keeps supporter language consistent across platforms
• Builds trust through clear, intentional communication
• Saves team time on edits, rewrites, and blank-page blocks
• Strengthens emotional impact and calls to action
• Gives small teams big-agency-level writing support
• Can learn from past examples and improve over time

Each of these engines can run independently or link together.
The real power comes from combining them to:

Capture attention + Grow involvement + Reward loyalty + Spot trends

Make support feel seen, valued, and impactful

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**Every <u>connection</u> is customizable.
Every <u>automation</u> is optional.
Every <u>outcome</u> is human-first.**

**You don't need more software.
You need smarter connections.**