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Rethinking Generosity

Where Technology Learns to Care

The Philosophy

AI4Love begins with a simple belief: small acts of care, done consistently, can change the world. We call it "**1% Can.**"

Because 1% more attention, empathy, or follow-through, repeated across thousands of moments creates movements.

The Challenge

Nonprofits overflow with compassion — but not capacity.

Tools don't talk to each other, staff are stretched thin, and many small but meaningful moments go unseen.

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 existing tools. We connect and elevate them. You don't need more software. You need smarter connections.**

Your Intelligence Layer

The system acts as your personal Intelligence Layer. It sits quietly across your existing systems (CRMs, email tools, volunteer databases, event systems, social networks, etc.) connecting them with a layer of intelligence that notices, remembers, and responds.

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The Problem We Solve:
Three Pillars of Generosity

1 ### Donors
- Strengthen loyalty through smart touchpoints
- Adapt messaging based on past giving behavior
- Make every donor feel seen, appreciated, and involved
- Identify upgrade opportunities and lapse risks early

2 ### Volunteers
- Understand preferences and availability
- Nudge continued involvement and celebration
- Simplify coordination and automate recognition
- Convert engaged volunteers into donors

3 ### Community
- Track engagement beyond donations or volunteering
- Identify micro-actions and loyalty trends
- Build long-term relationships across the network
- Surface invisible supporters who are active but unrecognized

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The Bridge Between Heart and System

**Think of AI4Love as a co-pilot for generosity.
We don't automate care, we amplify it.**

The Four Engines of Generosity

Pulse | SMART, REAL-TIME ENGAGEMENT POWERED BY ACTIVITY

🔗 HOW PULSE WORKS

• Tracks every act of giving, volunteering, or sharing across your ecosystem.

• It doesn't just count actions — it listens for meaning, spotting the ripples
  one small act can create.

Purpose: *To make generosity visible.*

Clarity | UNDERSTAND WHAT'S WORKING AND WHERE TO FOCUS

🔗 HOW CLARITY WORKS

• Transforms data into understanding.

• It helps staff see patterns, risks, and opportunities — revealing where care is needed next.

Purpose: *To turn awareness into wisdom.*

Nurture | AUTOMATED APPRECIATION THAT FEELS HUMAN

🔗 HOW NURTURE WORKS

• Generates authentic thank-yous, milestones, and celebrations.

• From a quick note to a heartfelt message, it ensures no kindness goes unnoticed.

Purpose: *To make appreciation effortless and real.*

Connect | SMARTER, REAL-TIME CONNECTION POWERED BY ACTIVITY

🔗 HOW CONNECT WORKS

• Facilitates two-way, human-sounding communication across SMS, email, chat, or social.

• It's not about sending more — it's about connecting better.

Purpose: *To keep relationships alive and personal.*

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

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1. Pulse

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

Connects with:

- CRM systems: Raiser's Edge, Salesforce, Kindful, Bloomerang, Little Green Light
- Event platforms: Eventbrite, Givebutter, Classy, Cvent
- Gmail, Outlook, Apple Mail, Yahoo
- 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. Clarity

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. Nurture

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. Connect

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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