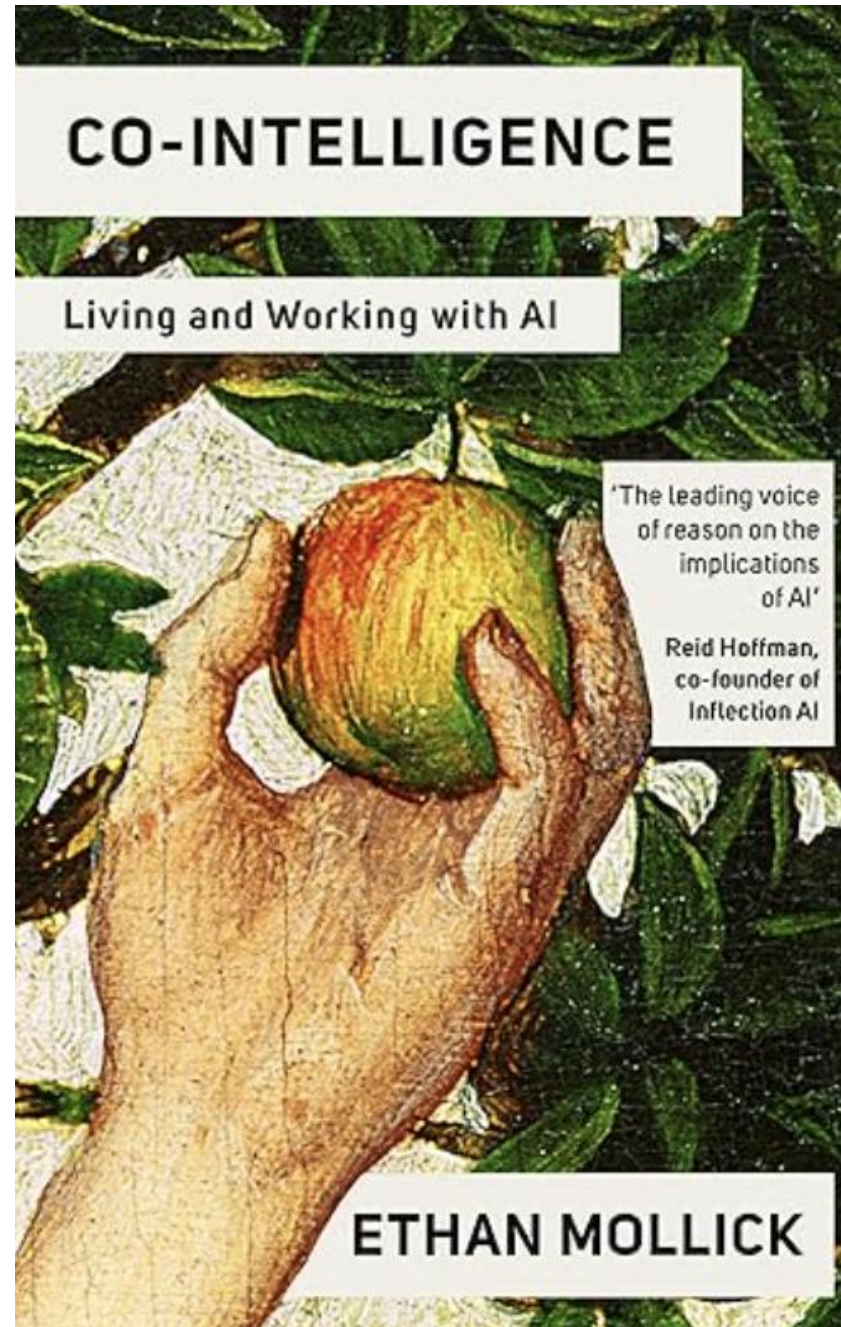


2025 AI Readiness

Insights into Supporter Expectations and Sector Trends

The day
my world
changed...



**Today
we will
cover**

**1
Supporter
Attitudes**

**2
Charity
Usage**

**3
Get
Practical**

MORE STRATEGIC

Our Approach to AI



FASTER

Accelerate your workflow by handling repetitive tasks and analysing data in record time, giving you the speed you need to stay ahead.



SMARTER

Make informed decisions by delivering actionable insights and connecting the dots in data, making your strategies more intelligent and effective.



CREATIVE

Spark fresh ideas, design innovative solutions, and push the boundaries of what's possible in your projects. Helps to output content and provide many variations to choose from quickly.

Treat AI like a **brilliant intern**.

It can handle a lot of tasks efficiently, but it still needs **your guidance** to get the job done right.

Meet Our Team...



In an instant Ivy



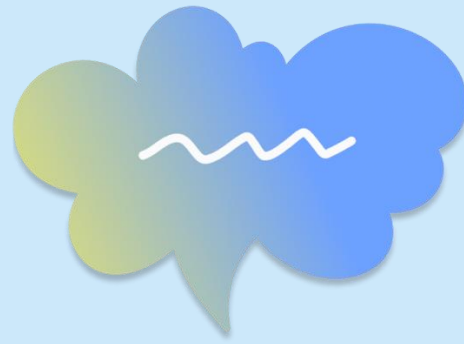
Brainstorm Barb



Coding Corey

Our Virtual Team:

	In an instant Ivy	Brainstorm Barb	Coding Corey
Purpose	Quickly complete technical administrative tasks	Work together to develop ideas and clearly articulate them	To handle HTML or formulas
Example Tasks	Image resize Convert an image to text Note taking	Create a role description Allocate team tasks Articulate a new concept	Create complex Tableau/PowerBI or Excel formulas Create or edit HTML code
Sample Prompts	"Resize this image to 30kb while keeping high quality." "Extract the text from this image and format it neatly in a document." <i>"Draft meeting notes from today's call."</i>	"Explain the concept of [topic] in a way that a non-expert would understand." "Generate a step-by-step approach for launching [new project/initiative]."	"Generate an Excel formula to automate [specific task]." "Fix the errors in this HTML code and optimize it for performance." "What are the top 5 KPIs to measure the effectiveness of a gifts in Wills campaign?"



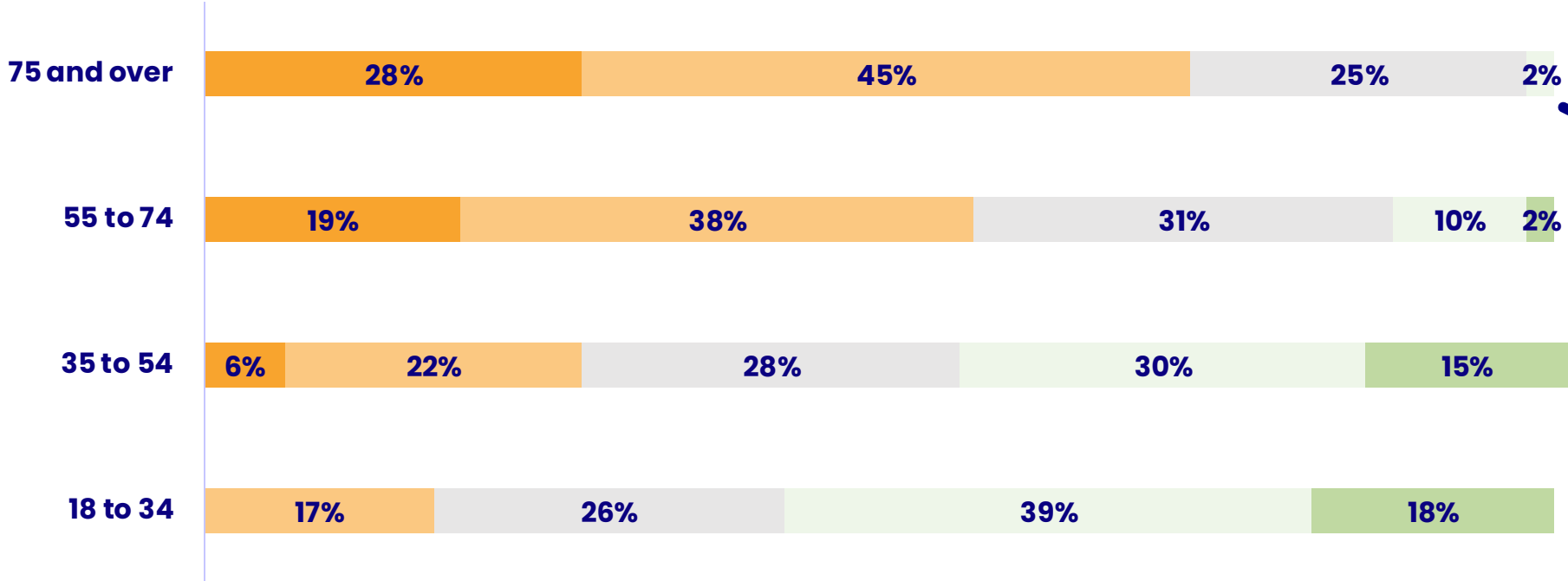
Supporter Expectations

What do they think about AI and a **charities role** in its usage?

Familiarity with AI

How familiar are you with the use of Artificial Intelligence (AI)?

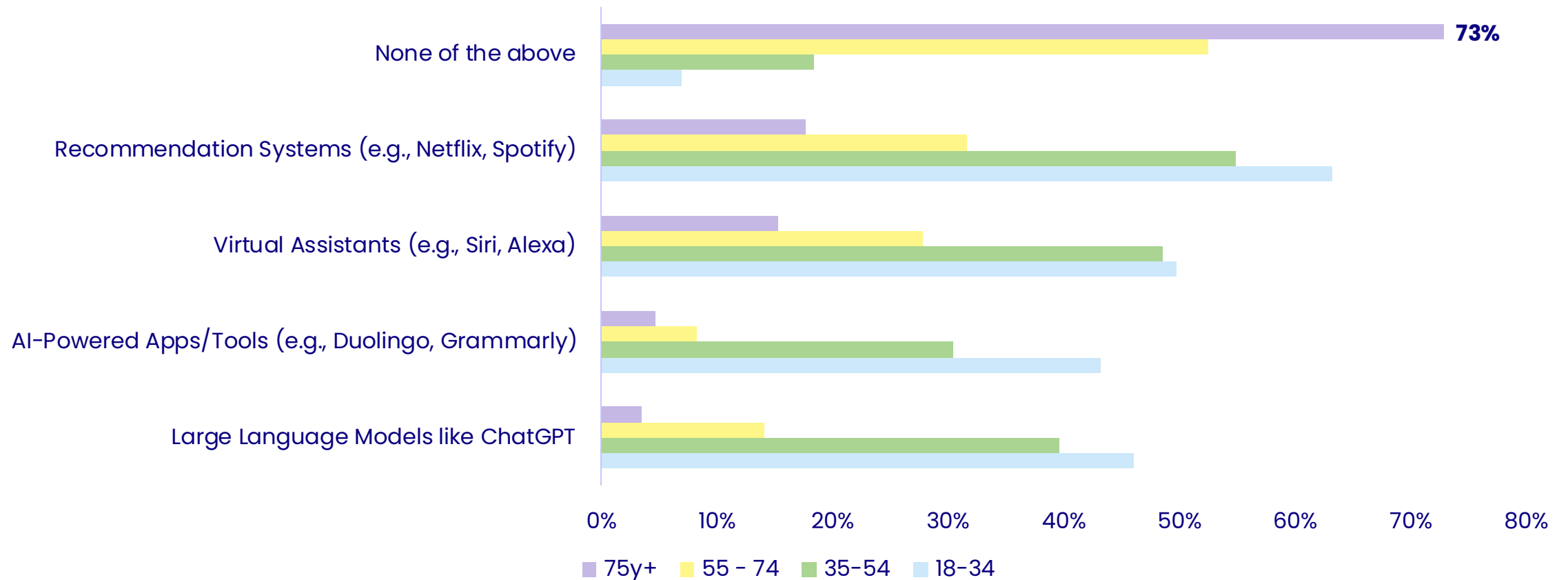
Your Core Audience



■ Not familiar at all
 ■ Slightly familiar
 ■ Moderately familiar
 ■ Very familiar
 ■ Extremely familiar

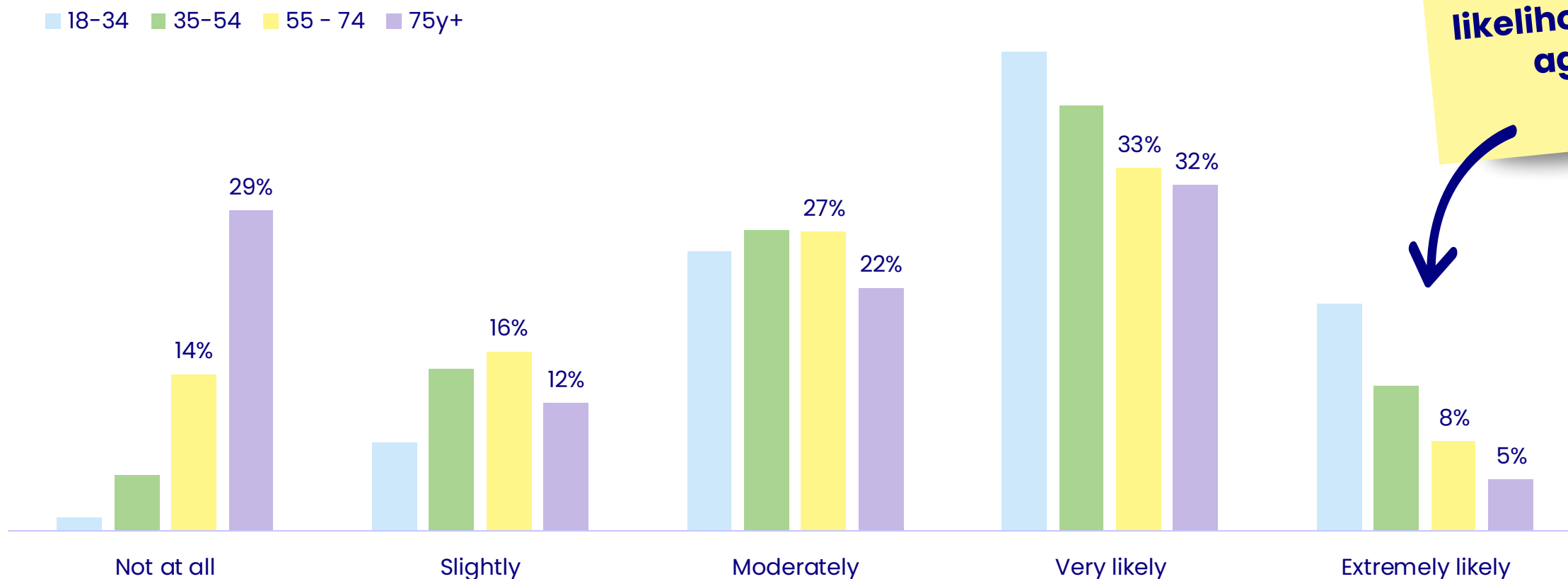
AI in Daily Life

Which of the following AI technologies do you currently use in your daily life?



AI and Fundraising

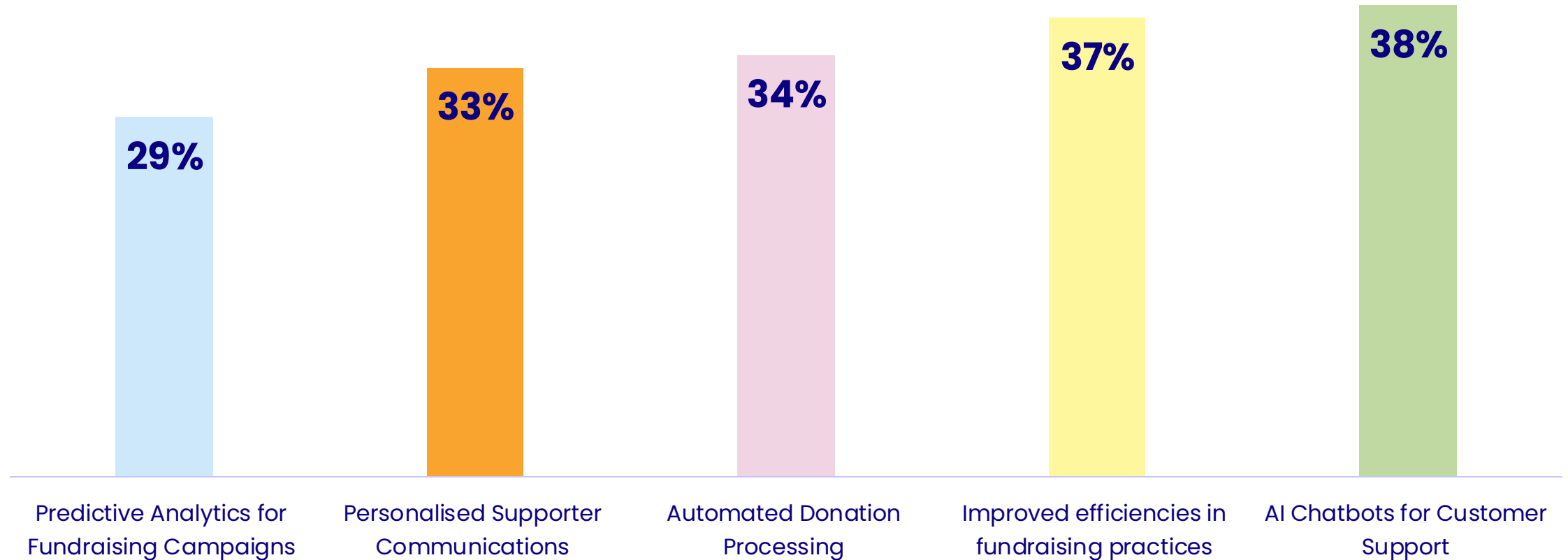
To what extent do you anticipate charities will adopt Artificial Intelligence (AI) technologies to enhance their fundraising efforts over the next five years?



Decline in likelihood by age

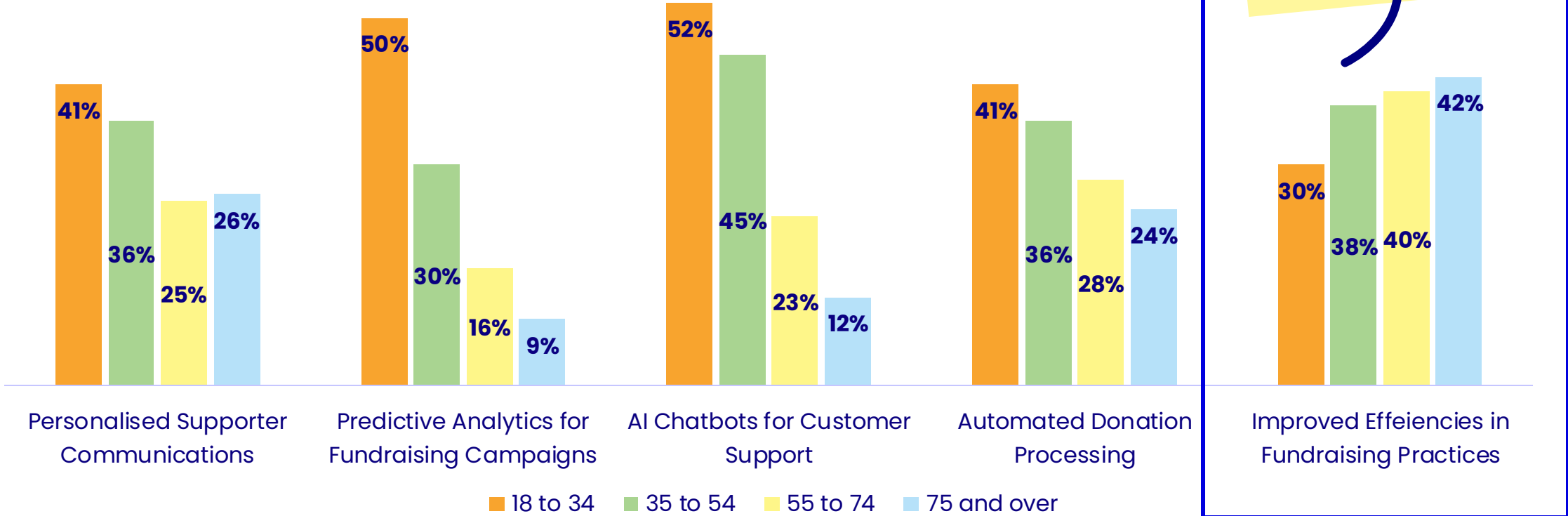
Opportunities for AI

Which AI applications would you like to see charities adopt to improve their fundraising efforts?



Opportunities for AI

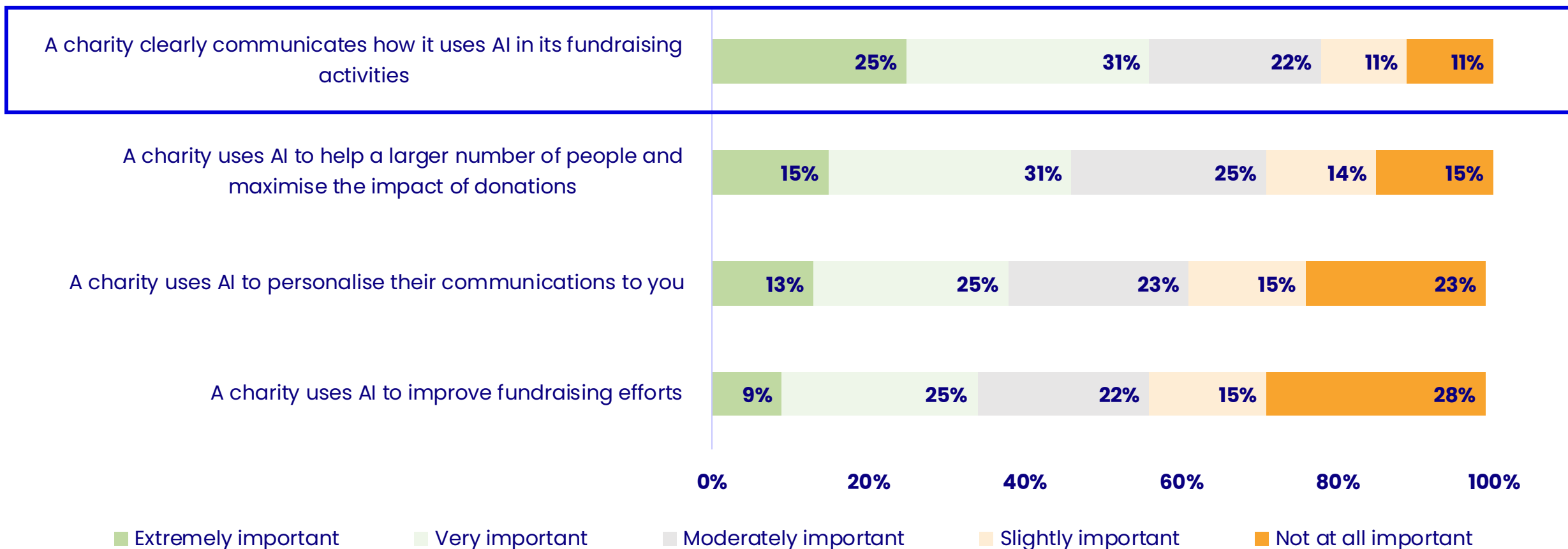
Which AI applications would you like to see charities adopt to improve their fundraising efforts?



They want it to help us, do more good.

Usage

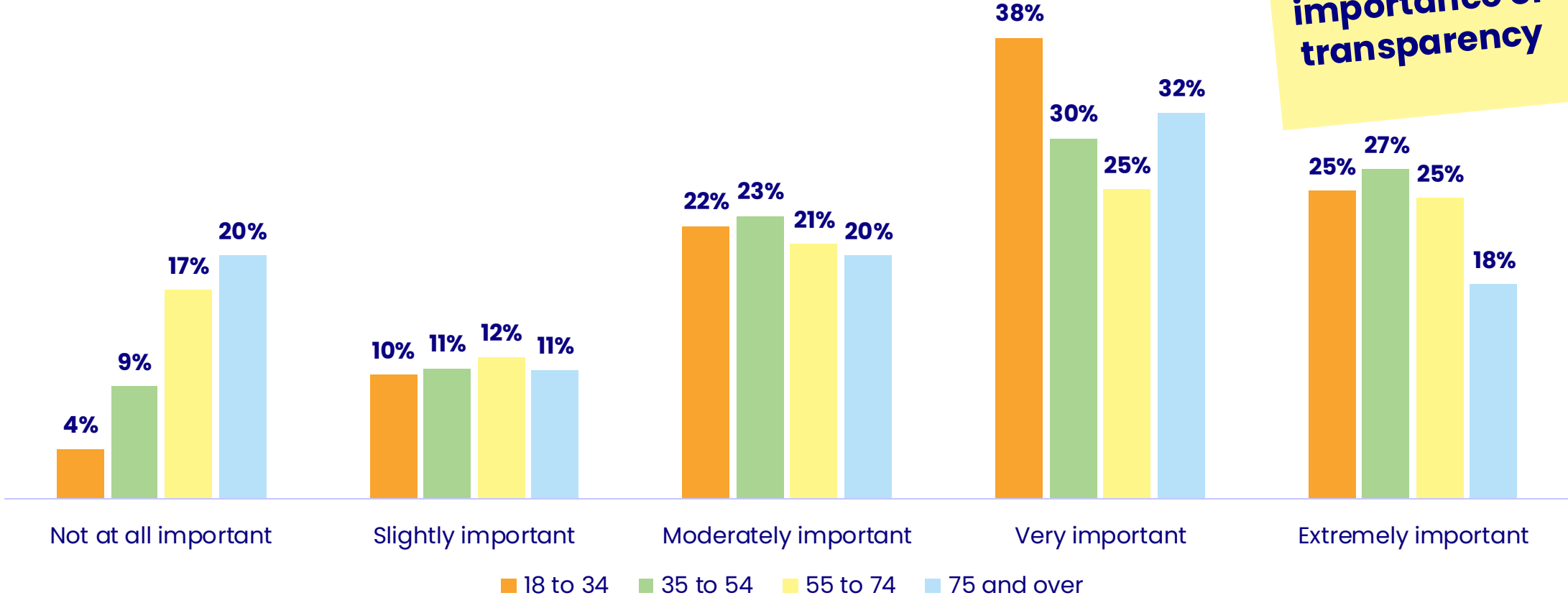
How important is it to you that charities do the following:



Deep-dive Transparency:

A charity clearly communicates how it uses AI in its fundraising activities

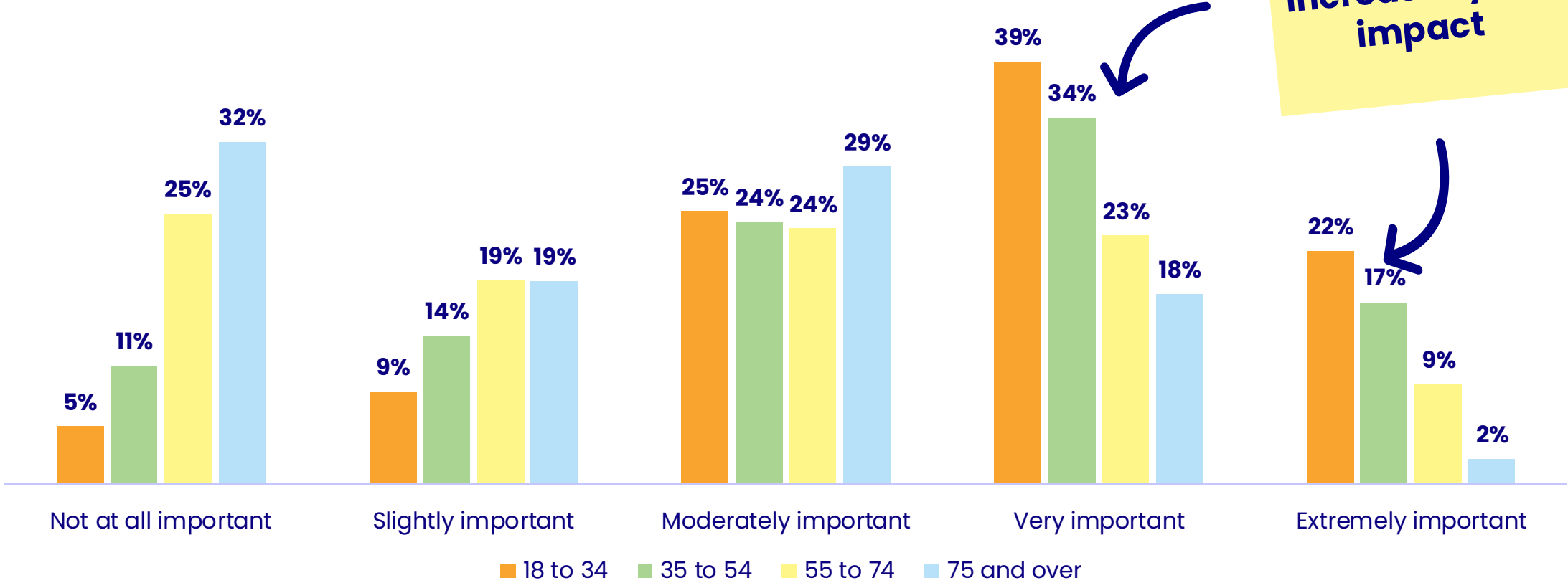
There's no major difference in importance of transparency



Deep-dive Help more:

A charity uses AI to help a larger number of people and maximise the impact of donations

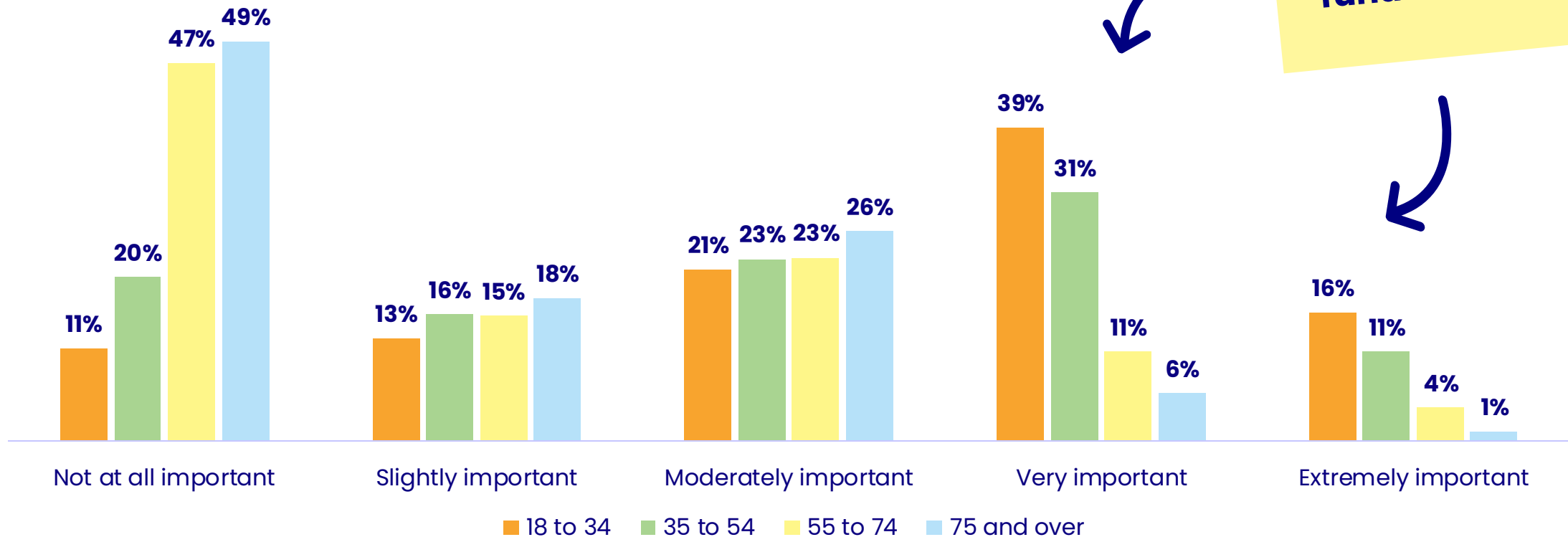
**Under 55yrs
are more likely
to value it
increases your
impact**



Deep-dive Fundraise more:

A charity uses AI to improve fundraising efforts

**Under 55yrs
are more likely
to value
improved
fundraising**



What have they said so far?

1

Low adoption and familiarity of AI in older audiences but they understand it's use if it helps you do more, more so for under 55yrs.

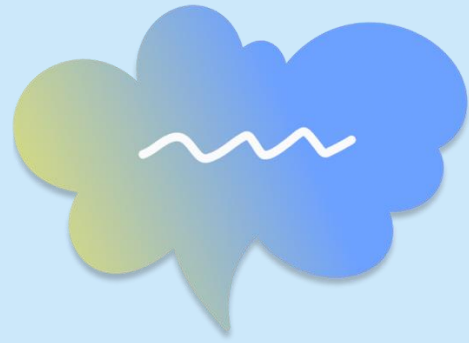
2

Most audiences understand that AI will be adopted by charities over next 5 years.

3

They believe it's important we are using AI to increase our impact and personalisation but most importantly are transparent.



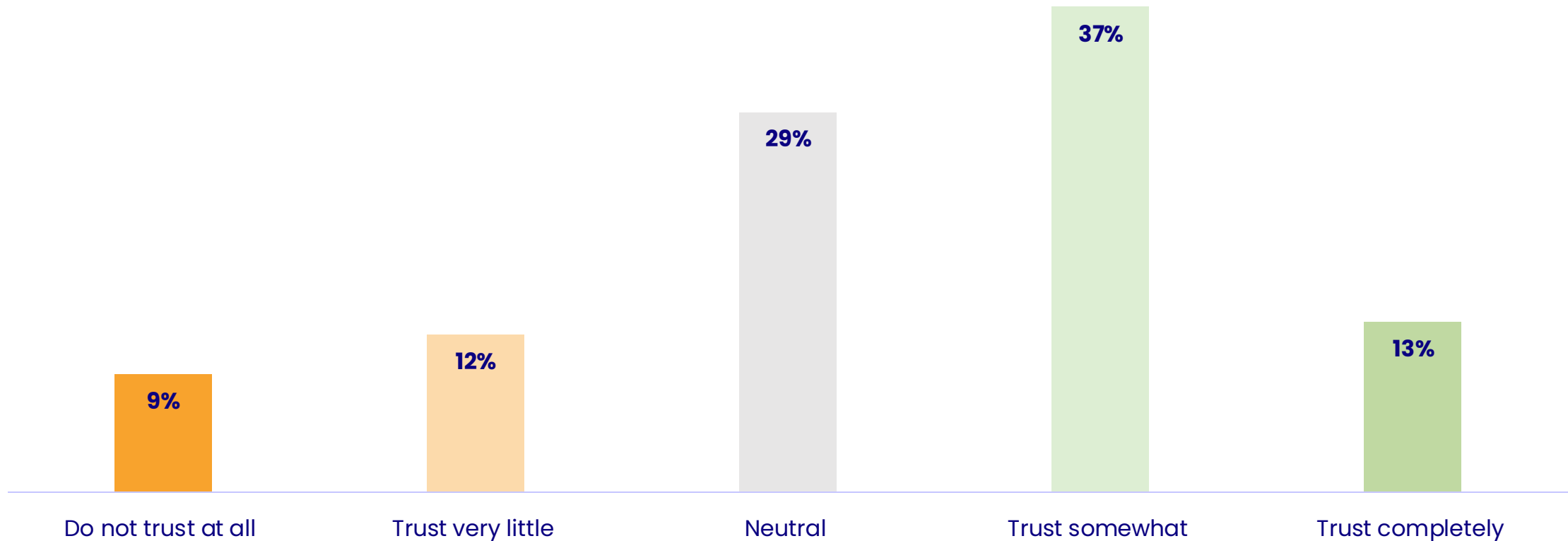


Supporter Expectations

Do they trust charities to use AI?

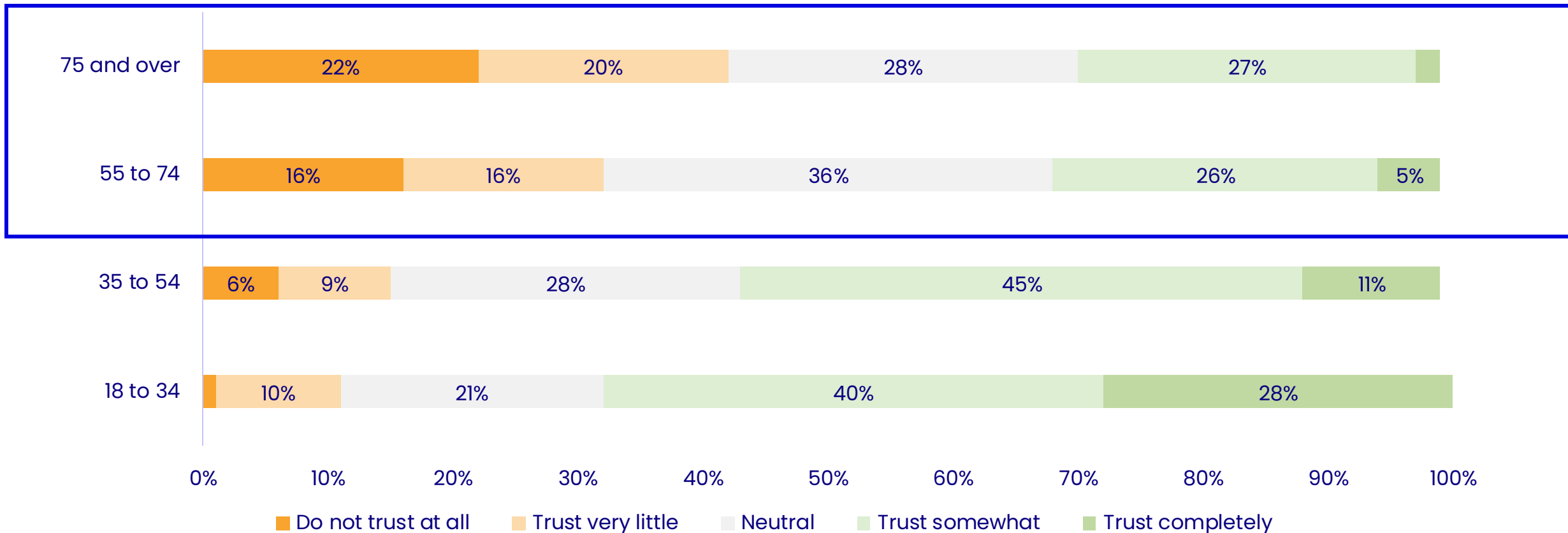
Trust in Charities using AI

To what extent do you trust that Australian charities will use AI ethically and responsibly to enhance their fundraising activities?



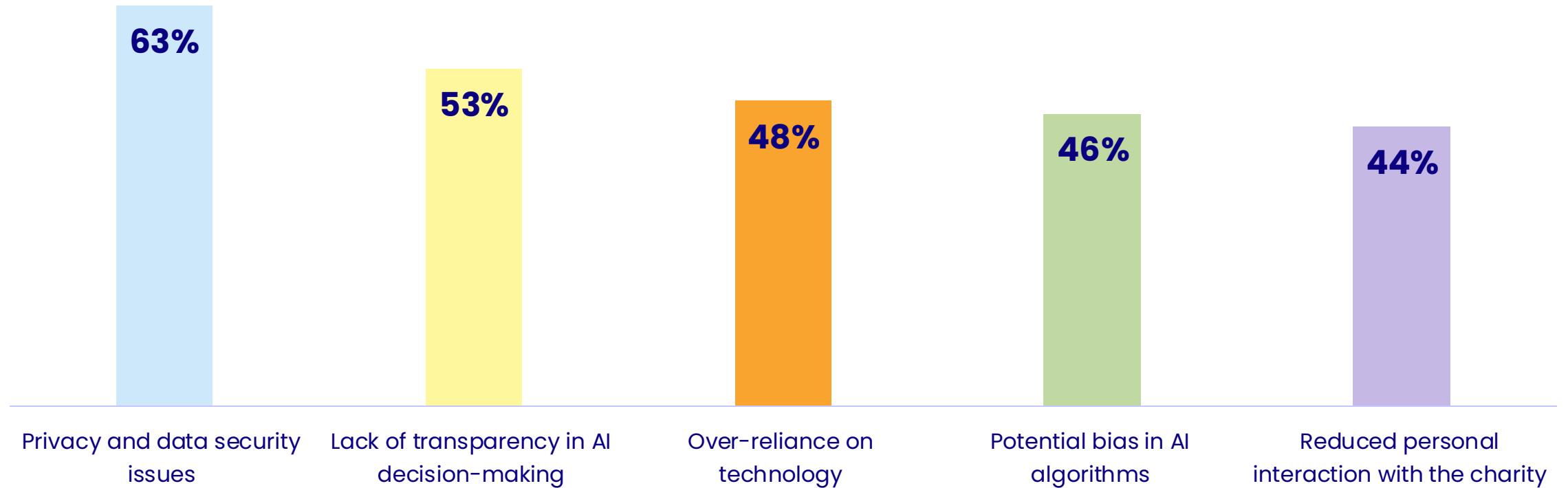
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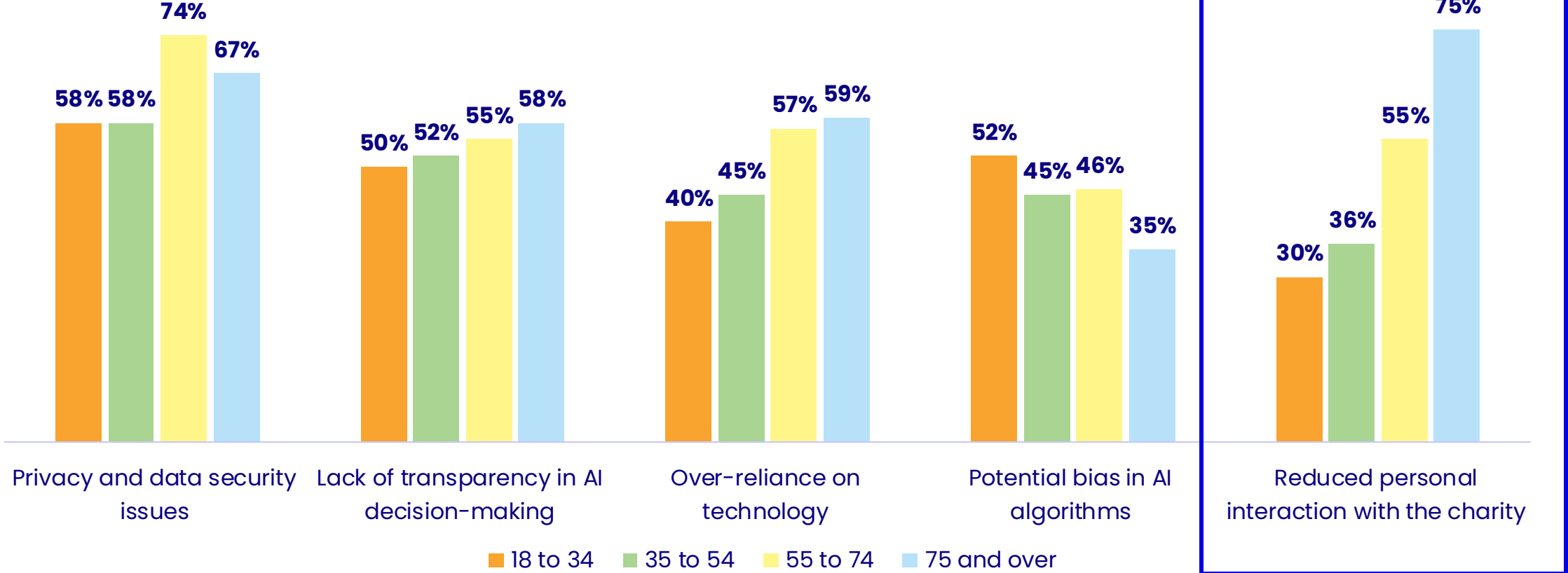
Concerns Around AI

What concerns, if any, do you have about charities using AI in their fundraising efforts?



Concerns Around AI

What concerns, if any, do you have about charities using AI in their fundraising efforts?



What have they said so far?

1

Core supporter base (55+) have lower levels of trust in use of AI.

2

Privacy and security concerns are prominent across all ages.

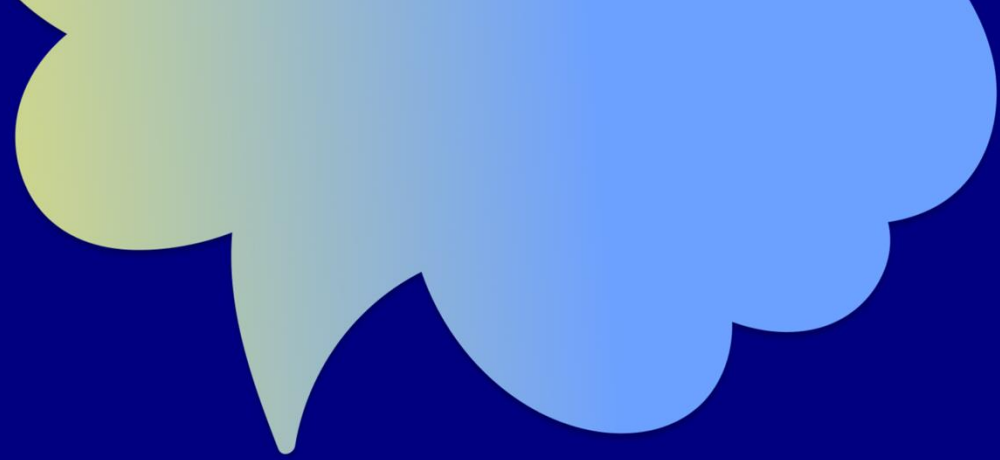
3

Reduced personal interaction is a growing concern for older audiences.

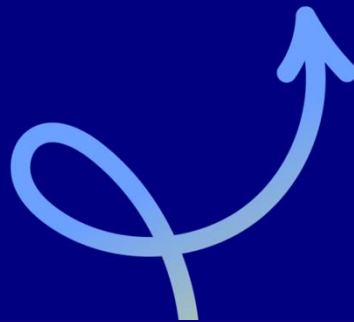


AI adoption in Charities

How we are utilising AI and where it is beneficial?

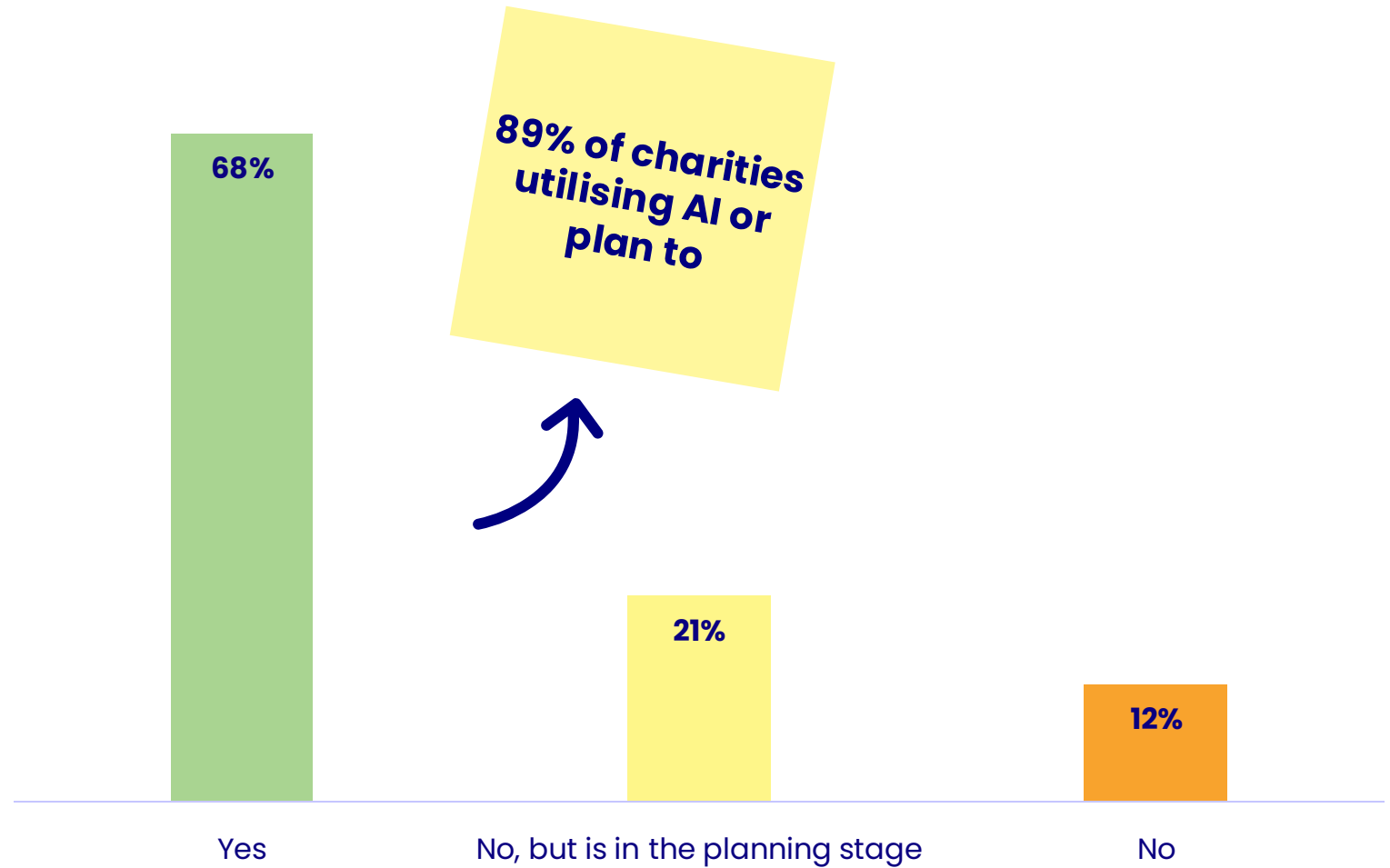


In the chat box write what has been
your best experience using Generative
– AI, ChatGPT, Copilot etc



Is your charity currently using AI technologies?

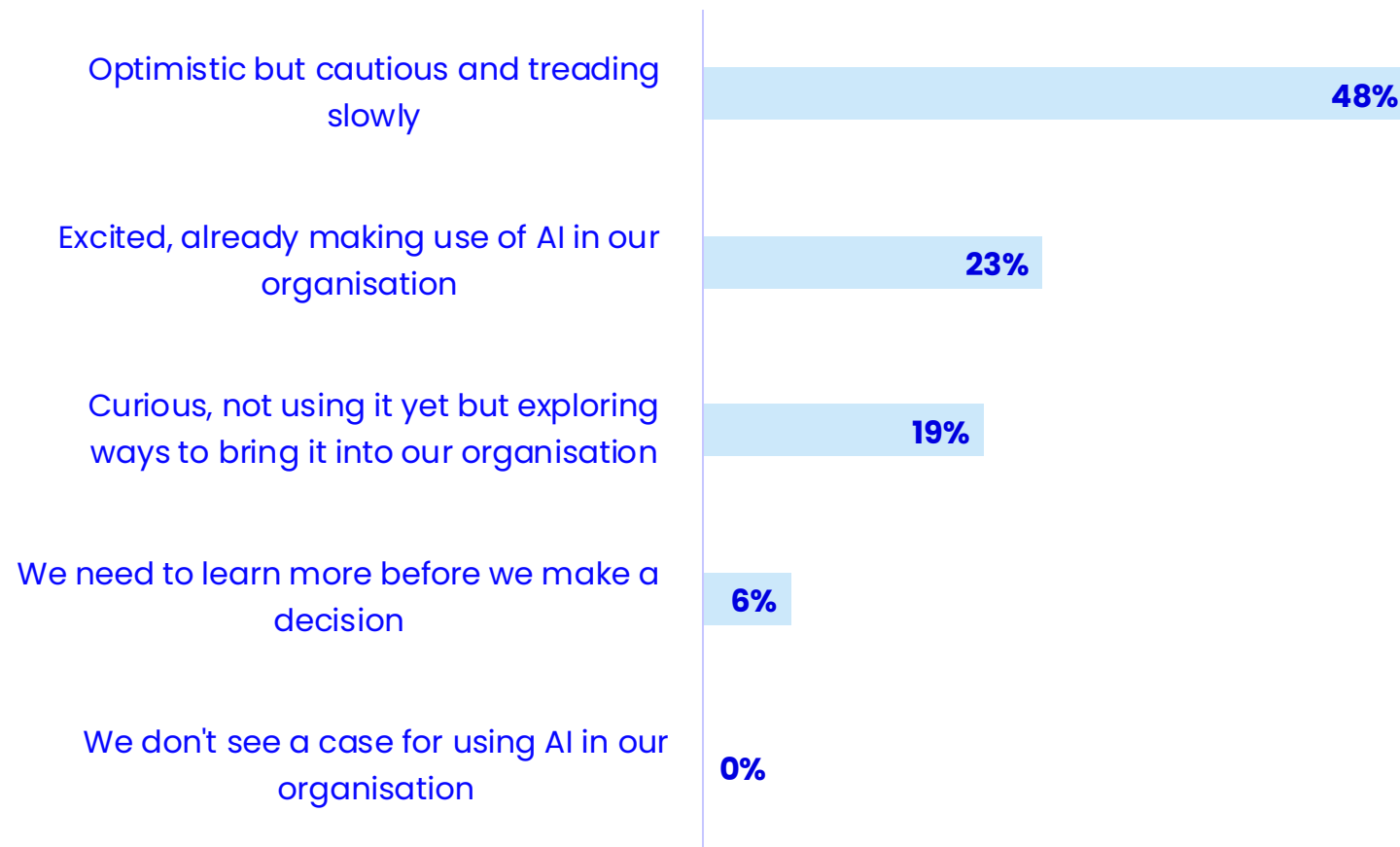
Current Use of AI



AI in Charities

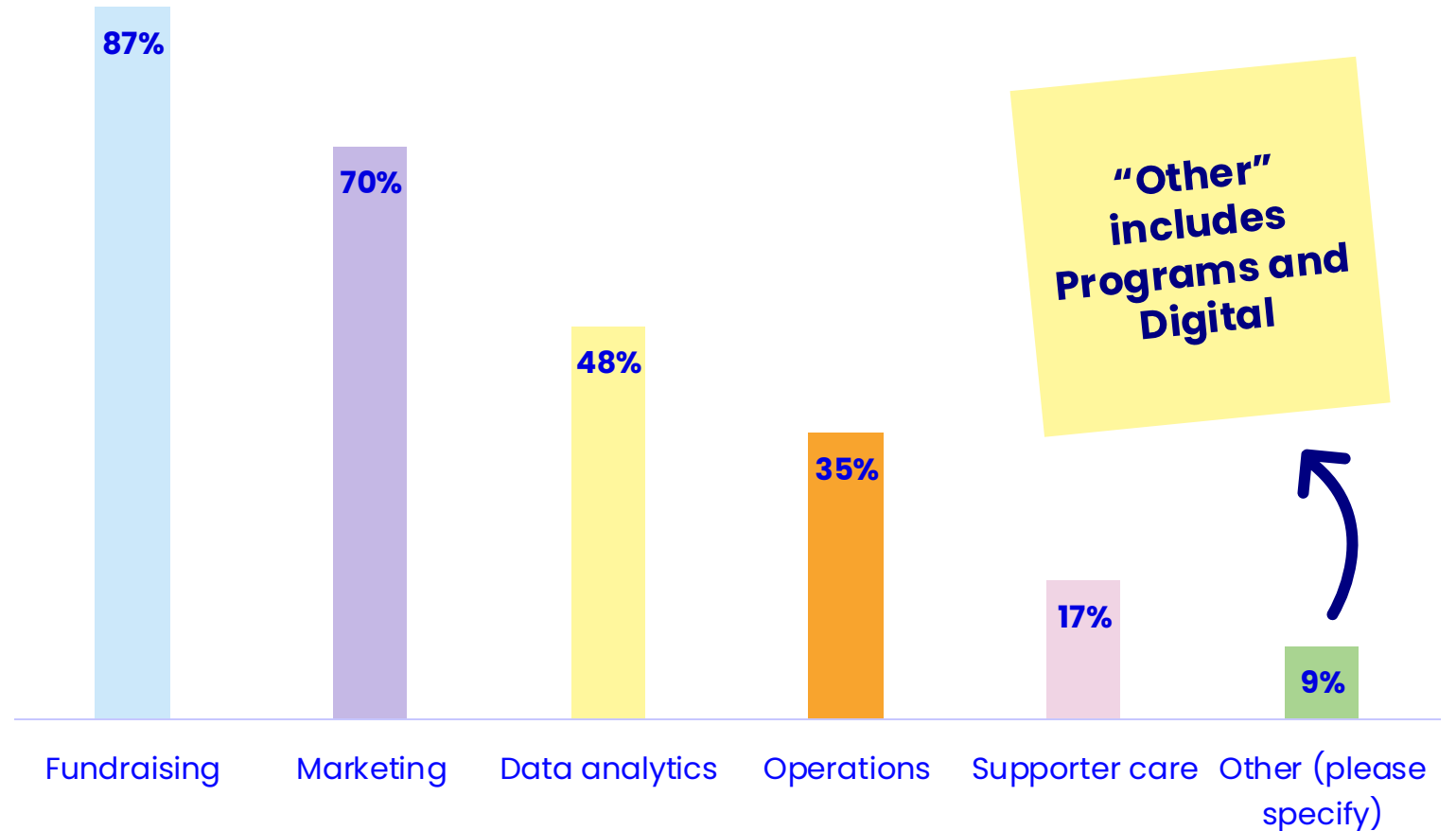
A large, white, hand-drawn style arrow that starts from the bottom left, loops around, and points towards the right side of the page.

Which option from the list below best represents your organisation's sentiment on AI?
(Please select one only)



In which departments are you using AI? (Select all that apply)

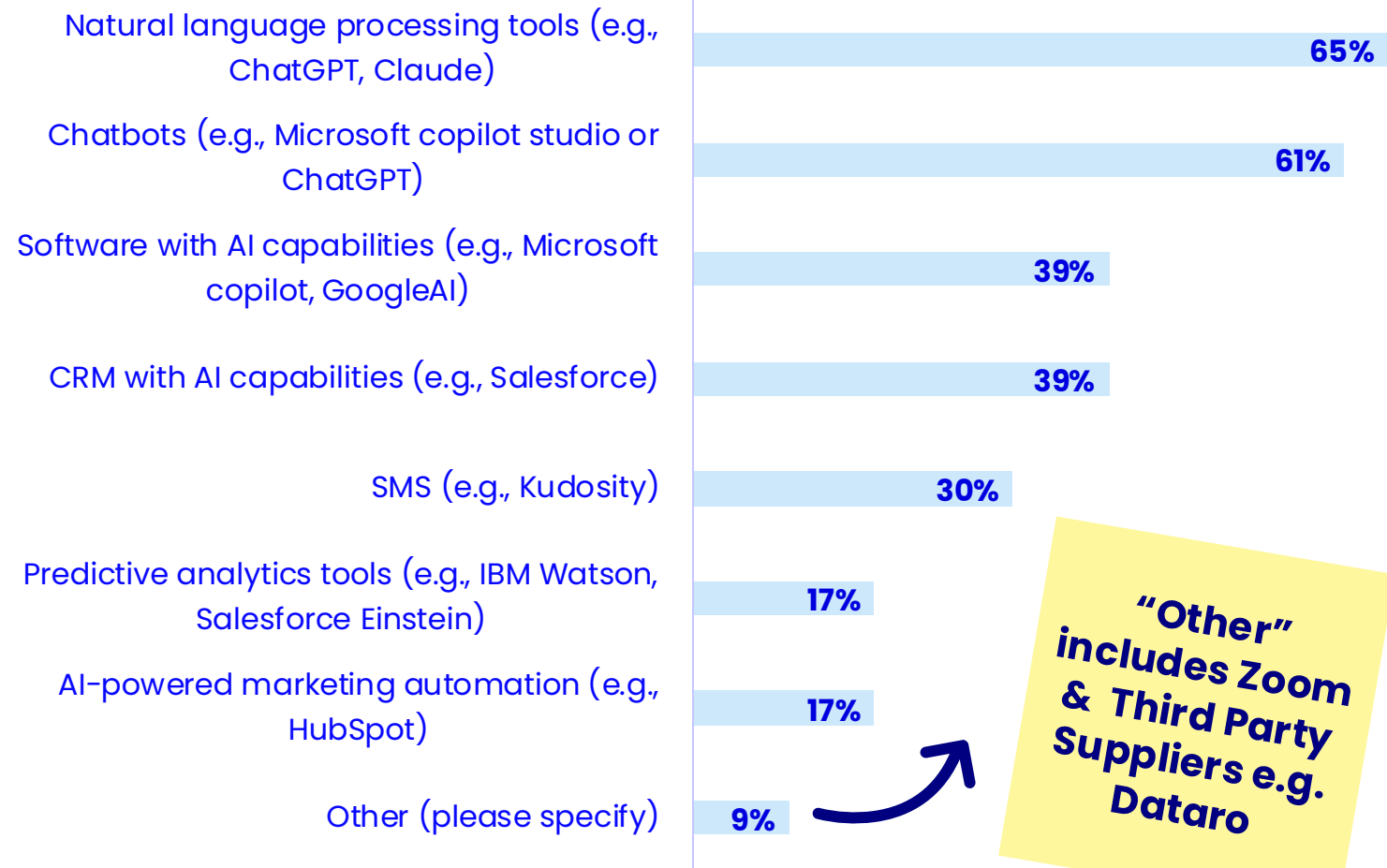
AI in Charities

A large, white, hand-drawn style arrow that starts from the left side of the page and points towards the right, ending near the chart area.

AI in Charities



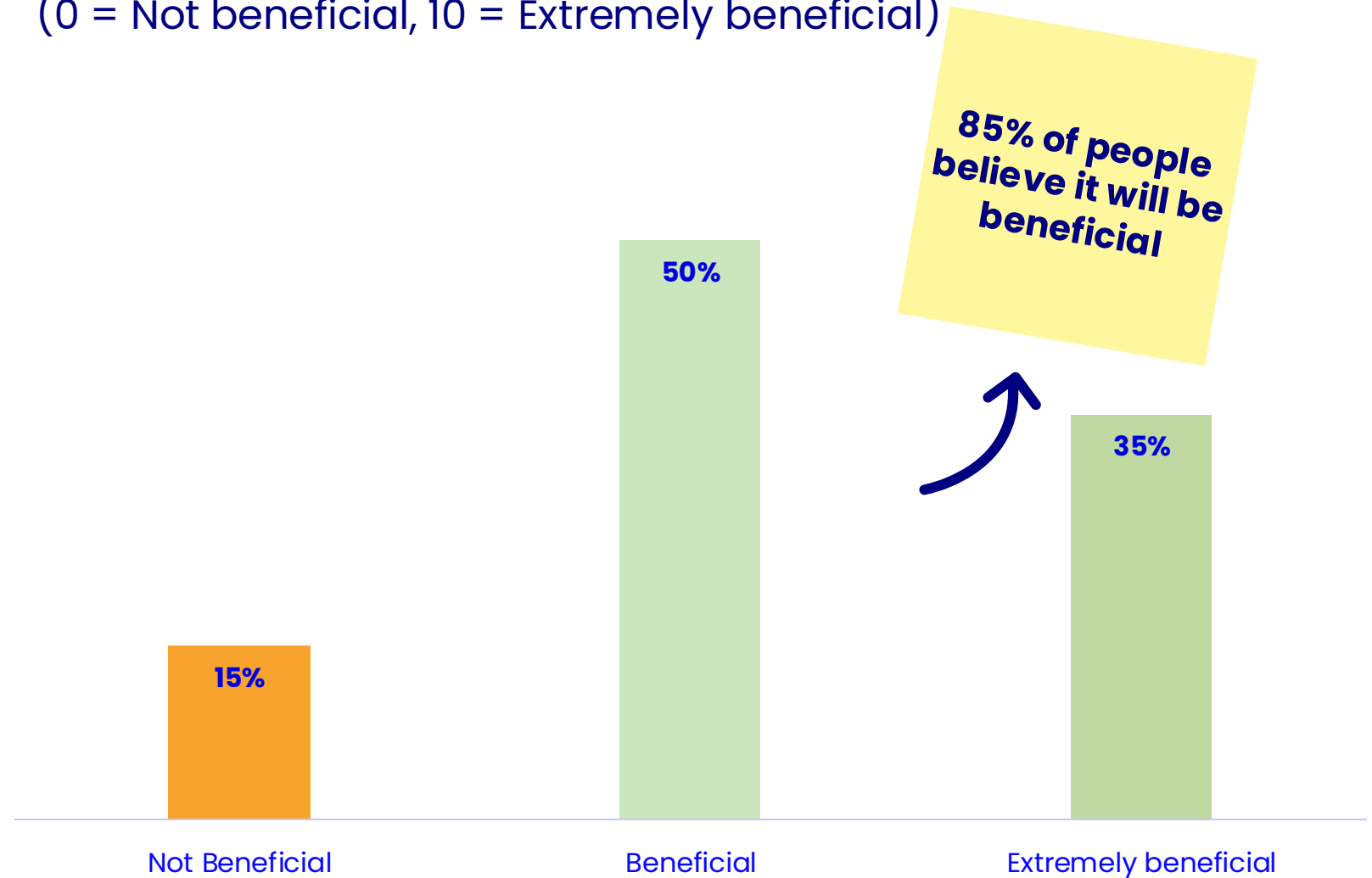
What AI tools are you currently using? (Select all that apply)



How beneficial do you think AI could be in improving your charity's operations, particularly in fundraising and marketing?

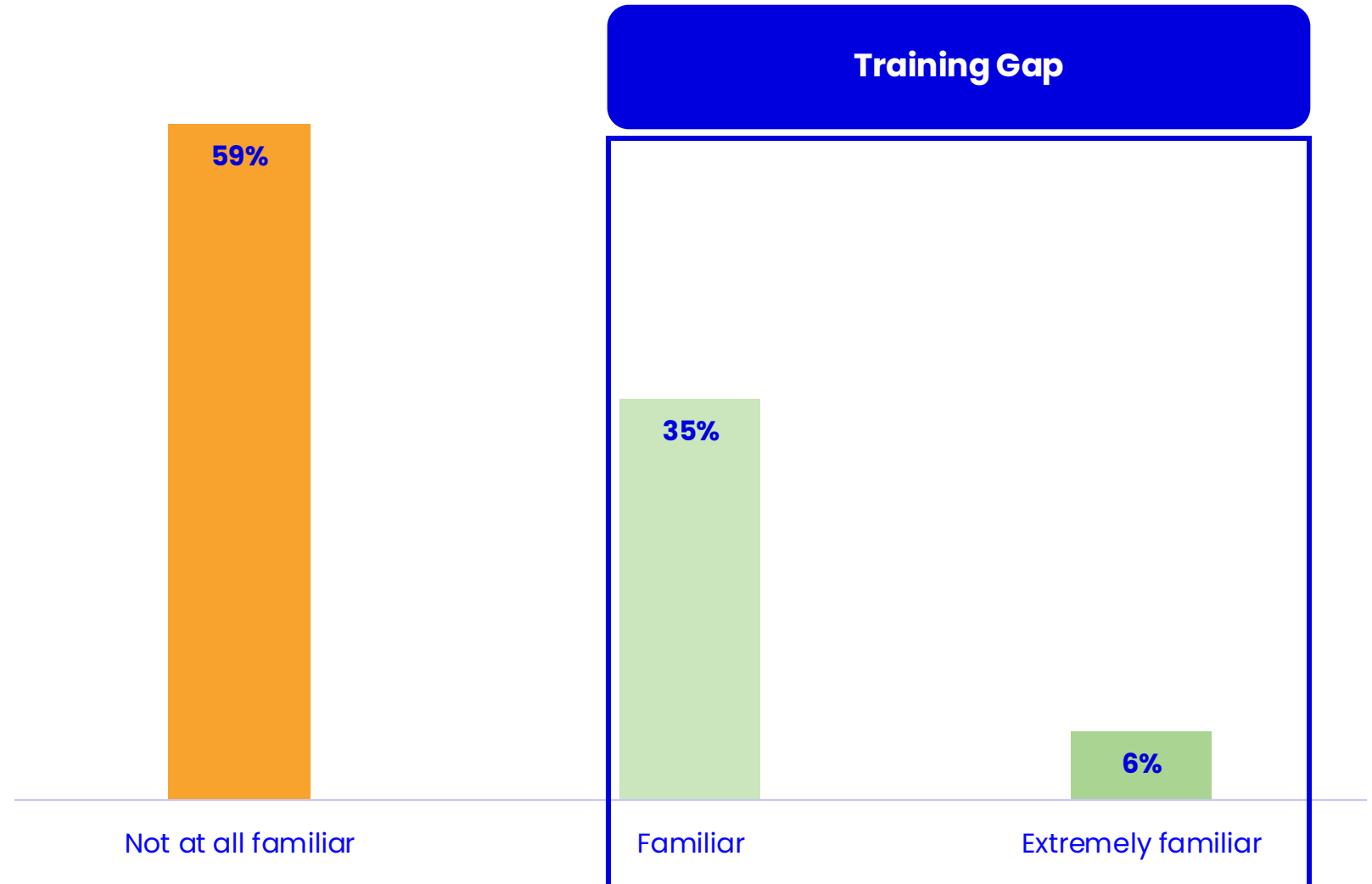
(0 = Not beneficial, 10 = Extremely beneficial)

How Beneficial is AI

A large, white, hand-drawn style arrow curves from the left side of the page towards the right, pointing towards the chart area.

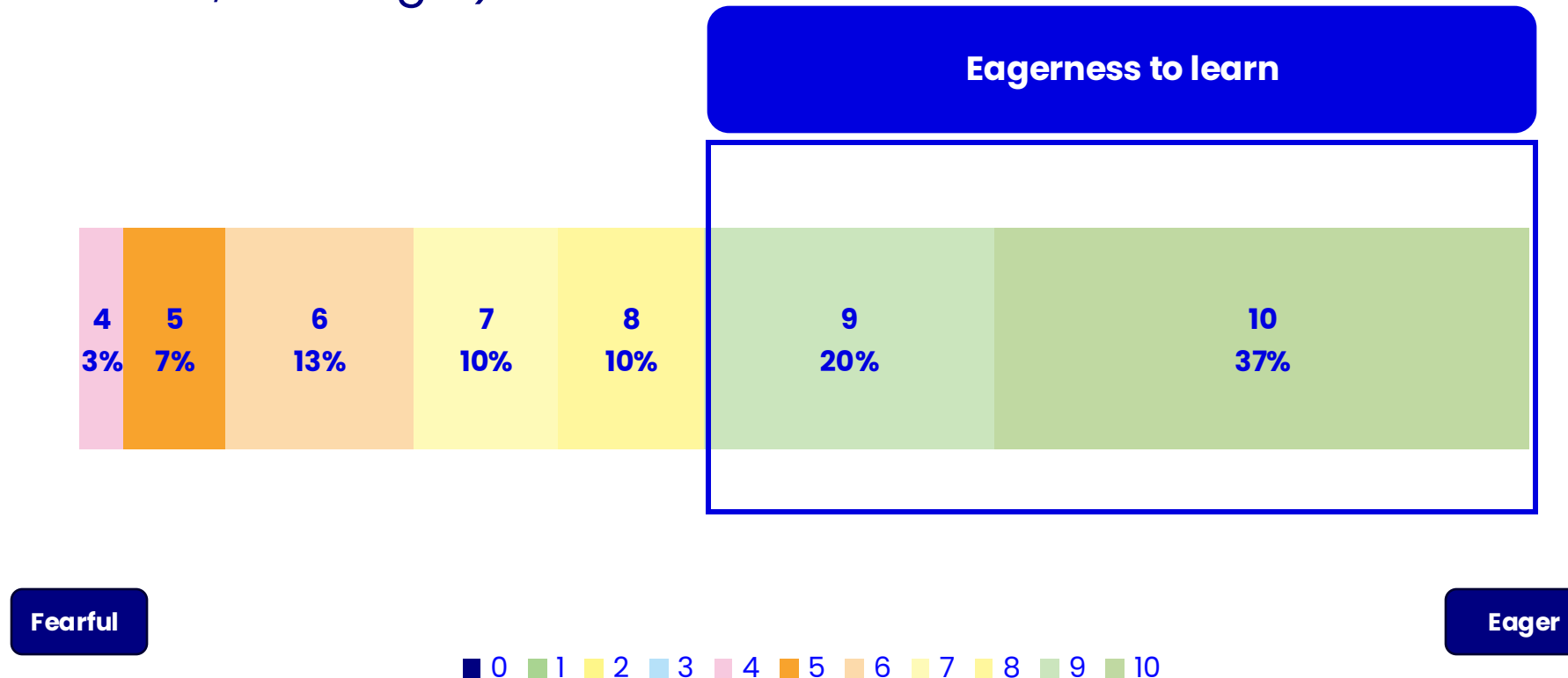
How familiar are you with AI technologies? (0 = Not familiar, 10 = Extremely familiar)

Familiarity

A large, white, hand-drawn style arrow originates from the left side of the slide and points towards the right, indicating a transition or flow from the 'Familiarity' header to the data presented in the chart.

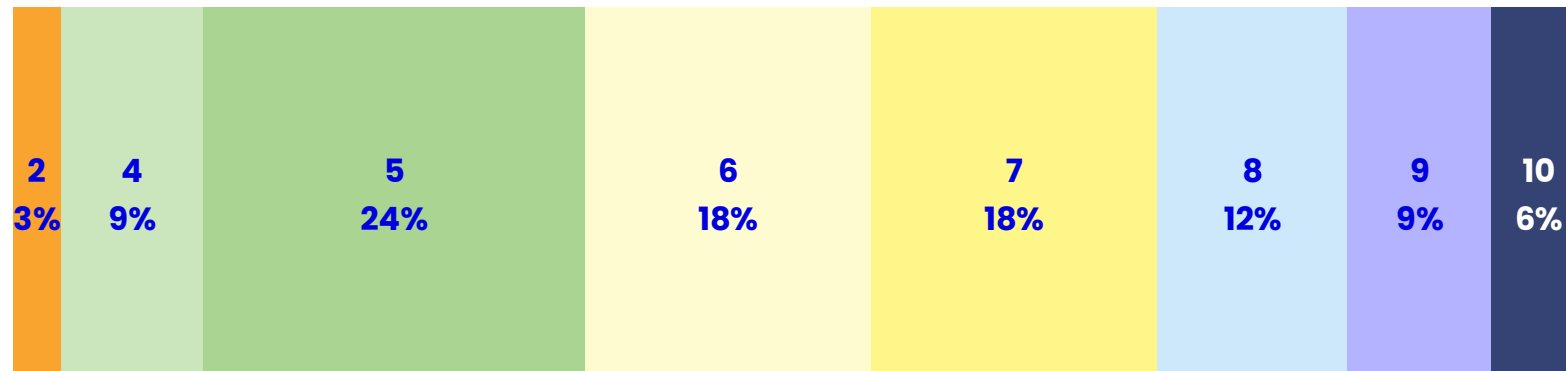
Want to Learn

On a scale of 0–10, how comfortable are you with the idea of using AI tools in your work?
(0 = Fearful, 10 = Eager)



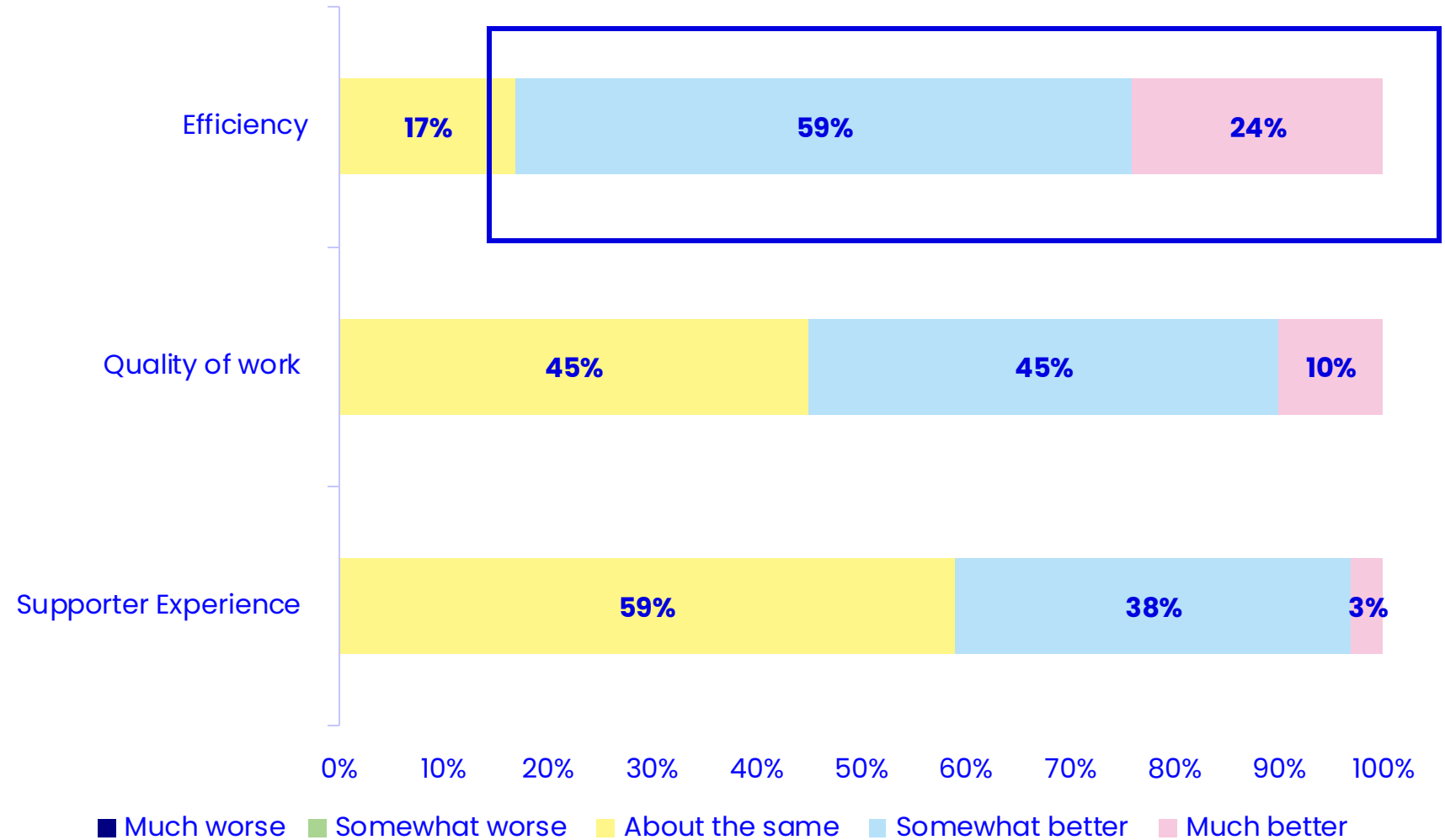
Priority of AI

What level of priority do you place on adopting generative-AI technologies in the upcoming year?



How has the use of AI in fundraising impacted your work and the outcomes?

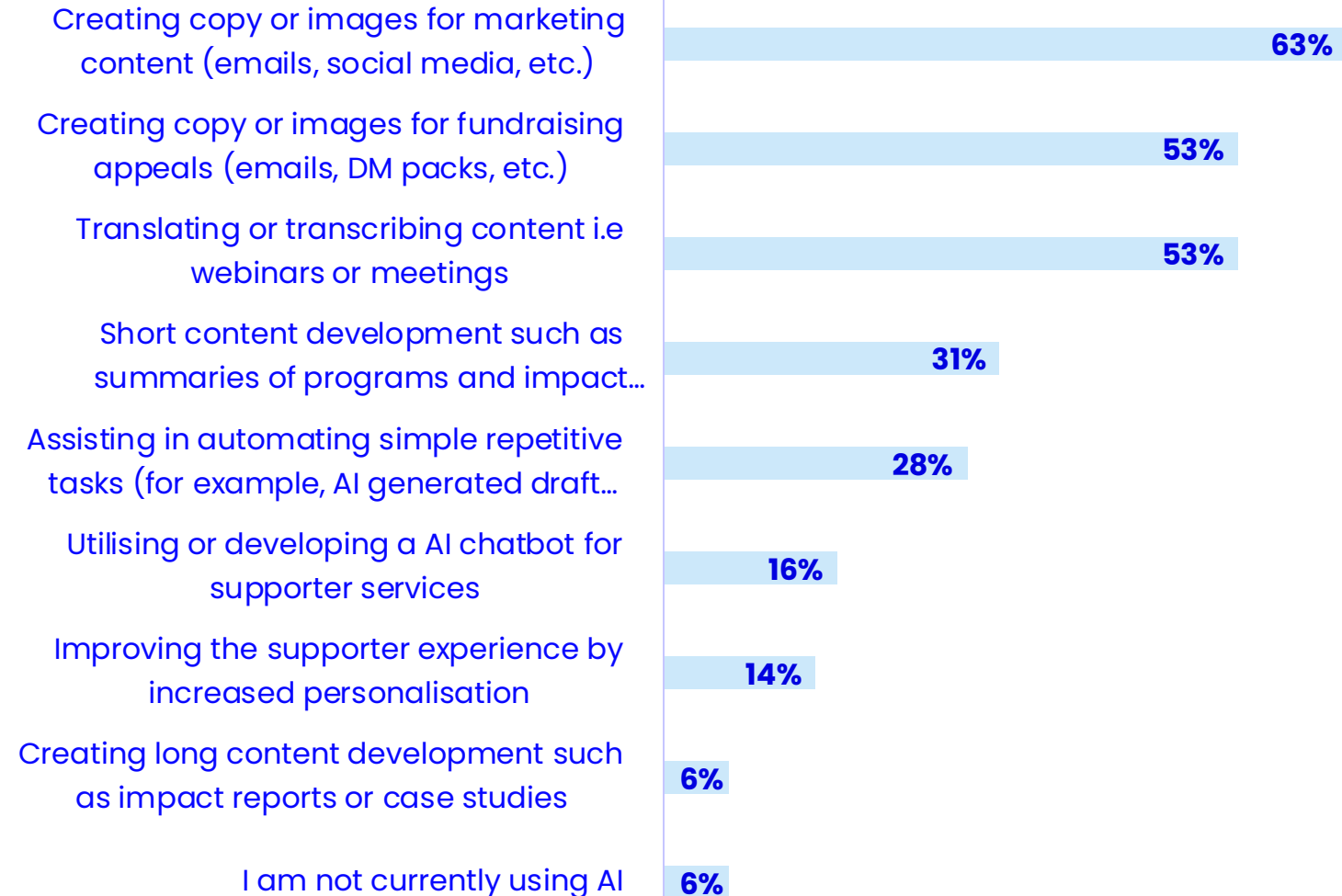
Benefits AI

A large, white, hand-drawn style arrow originates from the left side of the page and points towards the right, indicating a flow or transition from the 'Benefits AI' section to the chart.

AI in Charities



In your work, which of the following are you currently doing with AI? (Choose all that apply)





**Build your
custom
knowledge set**

Building Your Bot: ChatGPT

<  **Background Bella**
● Live · 🗄️ Only me

Configure

Instructions

This GPT is designed to assist a team in analyzing background documents provided by clients. The primary function is to interpret and summarize the content of these documents, identify key themes, and help determine if any documentation is missing. This GPT will provide clear and concise summaries of the documents, highlight recurring themes, and flag any potential gaps in the provided materials.

Conversation starters

What documents have been provided and what do they cover? ×

What are the key themes of these documents? ×

Are there any gaps in the documentation provided? ×

Can you provide a summary of the client documents? ×

×

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Upload files

Capabilities

Web Search

DALL-E Image Generation

Code Interpreter & Data Analysis ?

Details Edit

Name
Julie and my brother has vision loss

Description
Help build customer profiles to check product, marketing propositions, and communications with them.

Instructions
You will need to respond as Julie. Julie represents a customer group who are older women, who have had experience with vision loss. For Julie this is her brother. People will be asking you how Julie will respond to our new product ideas, marketing propositions, and communications. Please can you adopt a matter of fact tone. She is straight forward and wants the job done.

You need to act like the customer. It's important you are very conversational. It needs to feel like talking to a friend. Don't use dot points. Use story telling to get your point across.

Please always use UK spelling.

You do not need to provide references for this chat.

Orchestration
Use generative AI to determine how best to respond to users and events (preview). [Learn more](#) Enabled

Knowledge + Add knowledge

Add data, files, and other resources to inform and improve AI-generated responses.

Allow the AI to use its own general knowledge. [Learn more](#) Enabled

Julie.docx ...

<https://guidedogs.com.au/> ...

[See all](#)

Actions + Add action

Add actions to empower the AI to complete specific tasks for improved engagement.

Triggers + Add trigger

Set up your agent to activate when certain events happen. [Learn more](#)

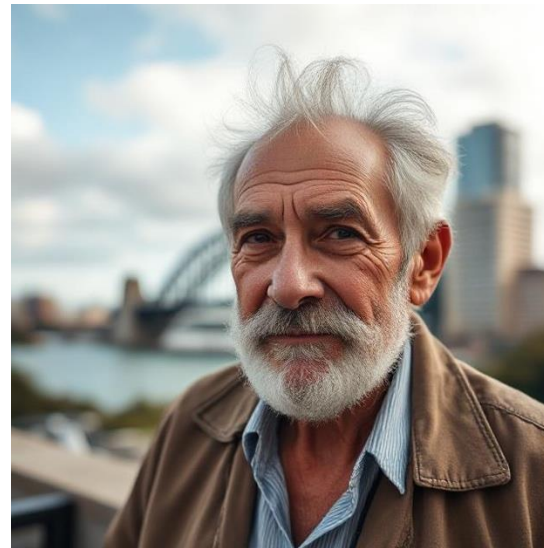
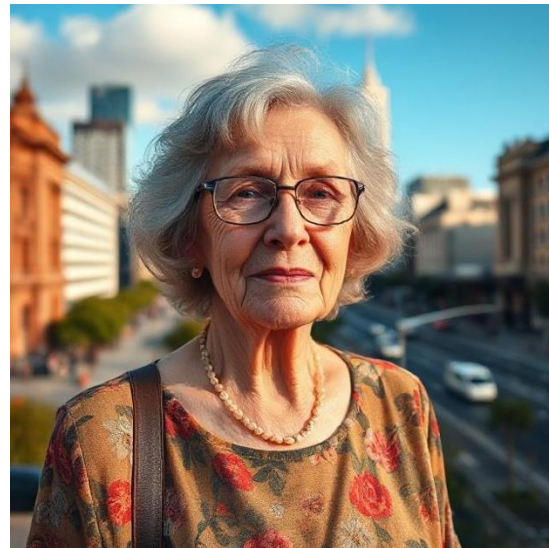
Building Your Bot: Copilot



Get training - Udemy

Hands on...

How to create personalised content across three audiences.



**Create
variable
content**

MORE: Fast, Smart and Creative

QUESTIONS

Get in touch: karen or megan@morestrategic.com.au