Campbell&Company

AI Is Already On Your Team. Now What?

Nov 10 | 12pm CT

Christina Knaier
Vice President

Katelyn Martin
Managing Director

Adam Wilhelm
Senior Vice President

Campbell&Company

- **Since 1976:** We've helped nonprofits turn ambition into fundraising results.
- **Today:** AI is one of the biggest questions we hear from clients and boards.
- **What hasn't changed:** Meeting organizations where they are and building capacity to move forward.

Campaigns	Data Analytics & Operations
Fundraising Communications	Fundraising Growth Strategy
Strategic Planning	Training & Coaching

The questions we're hearing

- Where can AI actually make our work better?
- **What should we allow, and where do we need guardrails?**
- **How do we protect donor trust, privacy, and our organizational values?**
- How do we move beyond individual experimentation to an organizational approach?
- **How do we know whether any of this is actually improving fundraising?**



WE ASKED NONPROFIT LEADERS:

What does AI adoption actually look like across the sector?

Who we heard from

- **81 nonprofit professionals** participated in the survey
- **Nearly 8 in 10 respondents work in development or fundraising,** with others representing advancement operations or marketing and communications
- **A mix of sectors:** led by human services (26%), arts and culture (21%), and environmental (11%)
- **Organizations of many sizes**, half represented organizations raising $5M or more, including organizations raising $100M+
- **Perspectives from across the country**, with the strongest representation from Illinois, Washington, and California

AI Survey: Findings

AI is no longer hypothetical for fundraising teams

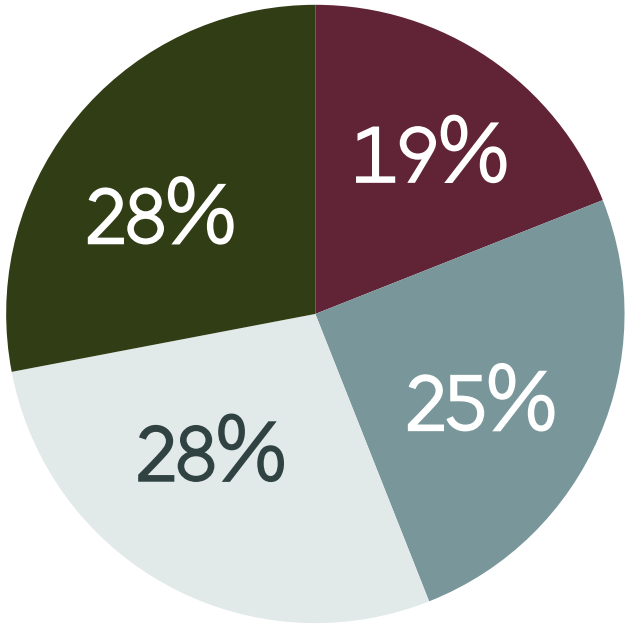
More than half have moved beyond exploration:

56%

report limited or regular use

The depth and maturity of adoption still vary significantly across organizations.

AI usage across respondents



- No official use cases
- Exploring or piloting
- Limited sanctioned use
- Regular use across functions

Microsoft Copilot, ChatGPT and Claude lead the AI tool landscape



35

Named Copilot



32

Named ChatGPT



27

Named Claude



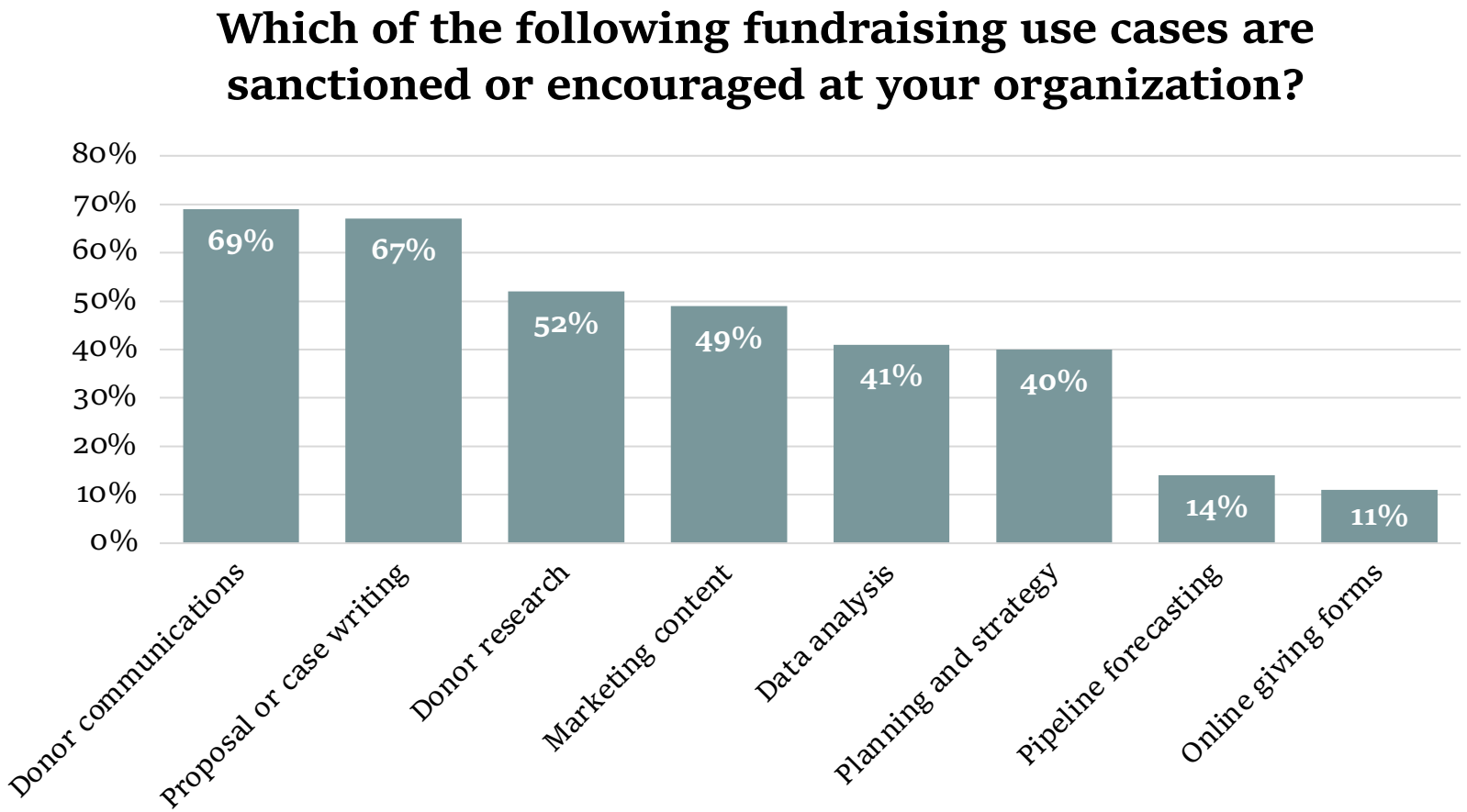
13

Named Gemini

We also saw fundraising and workflow-specific platforms show up:

Salesforce AI | Bloomerang Penny | Blackbaud | Kindora | Candid

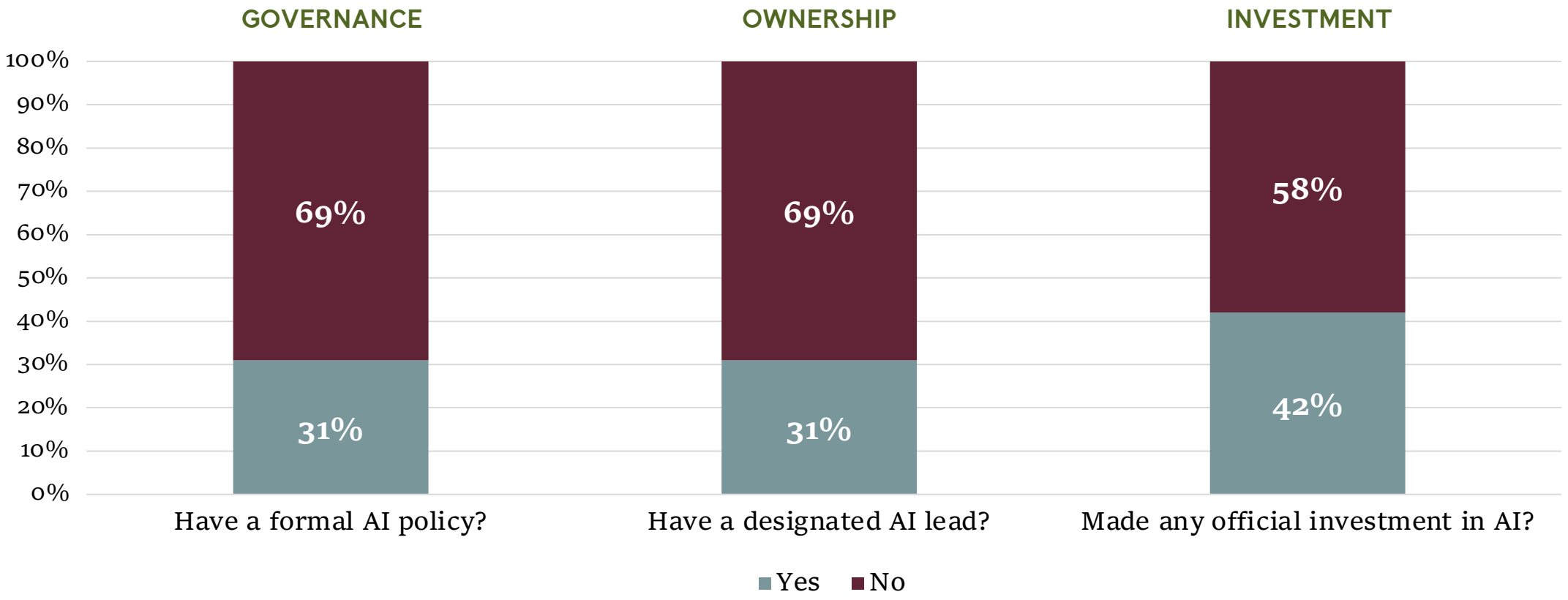
Most common sanctioned uses support existing work



"Drafting content for mailings, emails, and other solicitations. Creating templates for internal use."

Use is growing faster than organizational readiness

Governance, ownership, and investment have not caught up yet

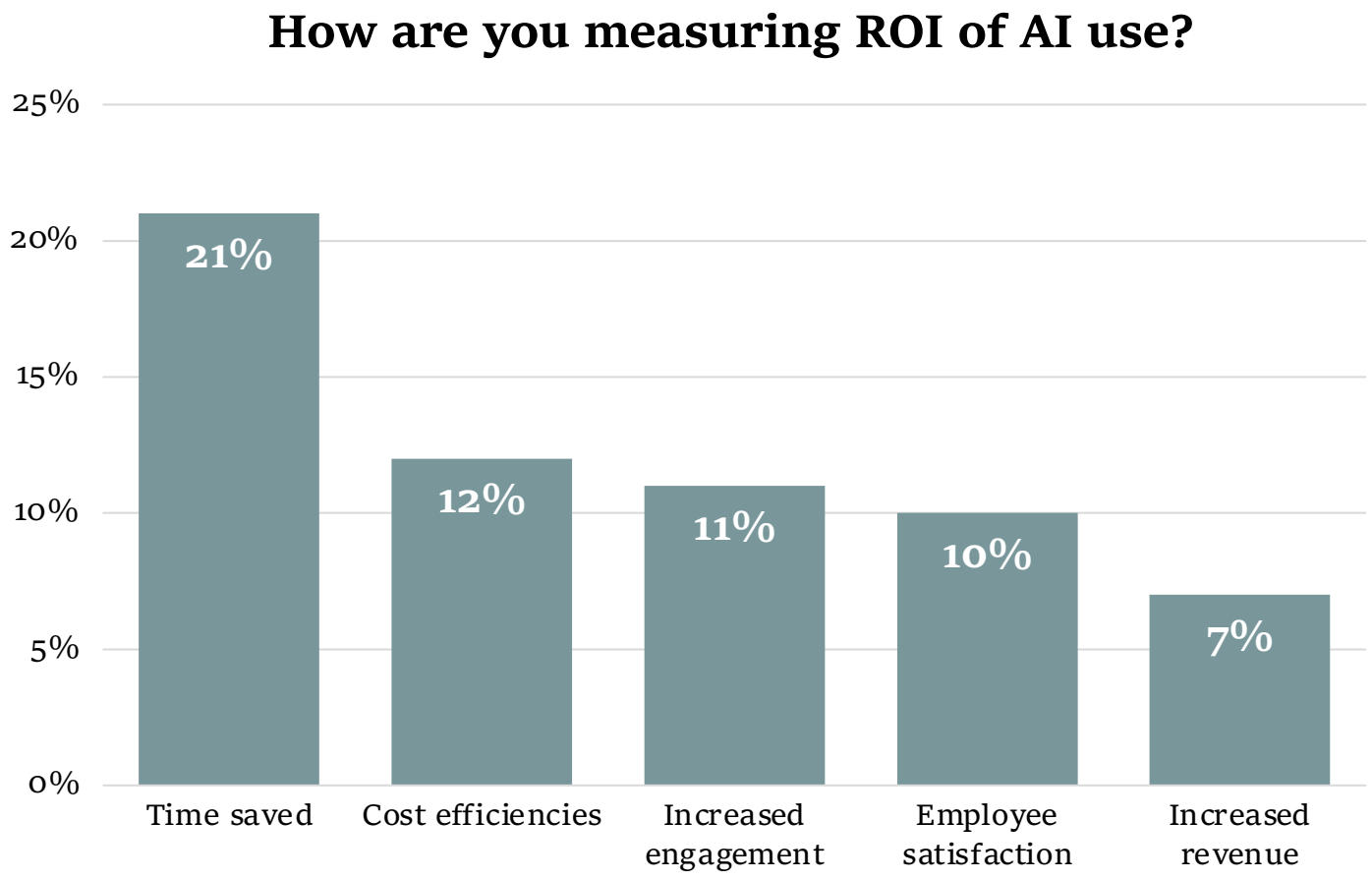


Value measurement is lagging behind adoption

8/10

are not formally measuring

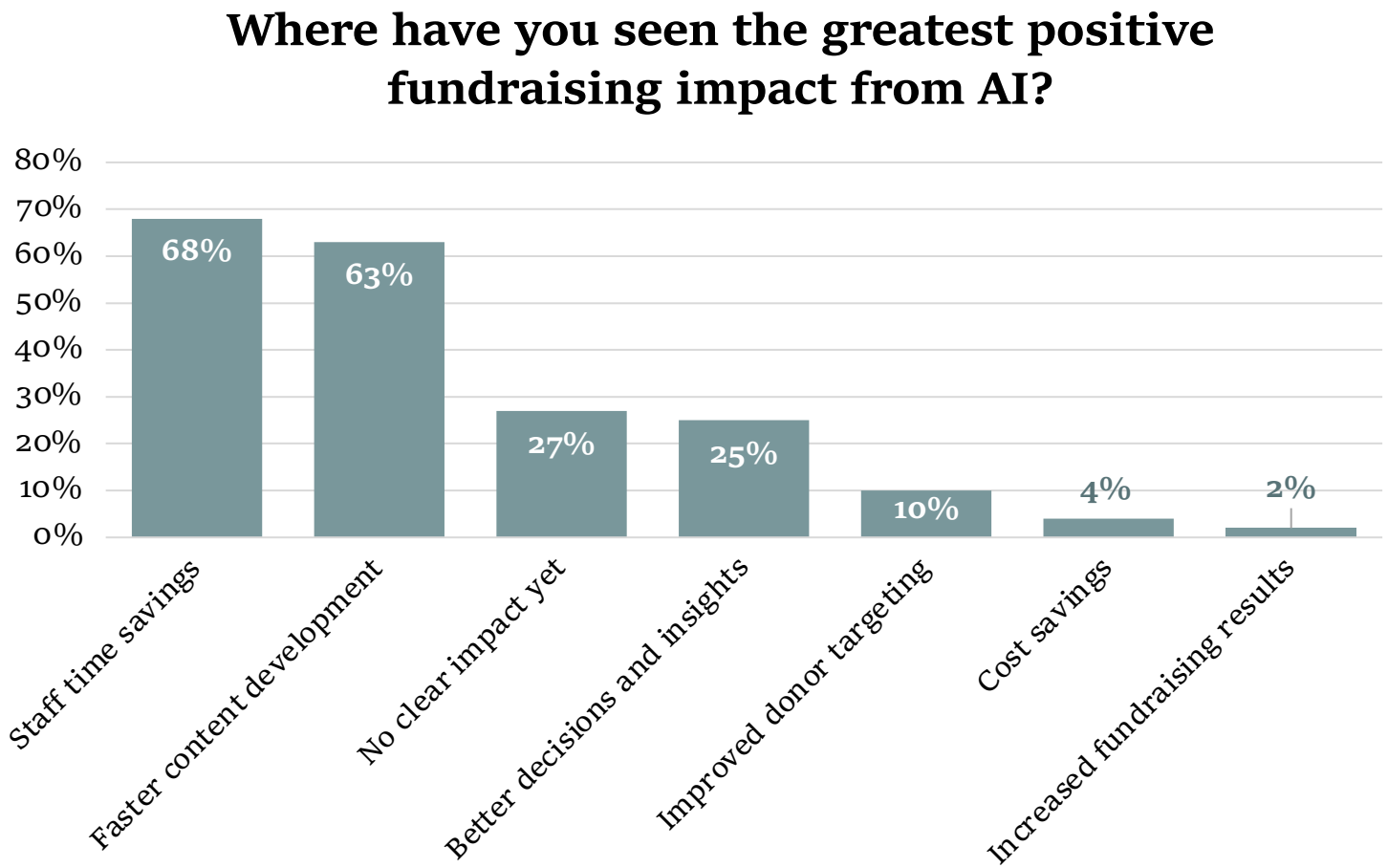
Without defined measures, activity can be mistaken for value.



AI is creating capacity before revenue

> “Administrative tasks to free up time for more direct donor work”

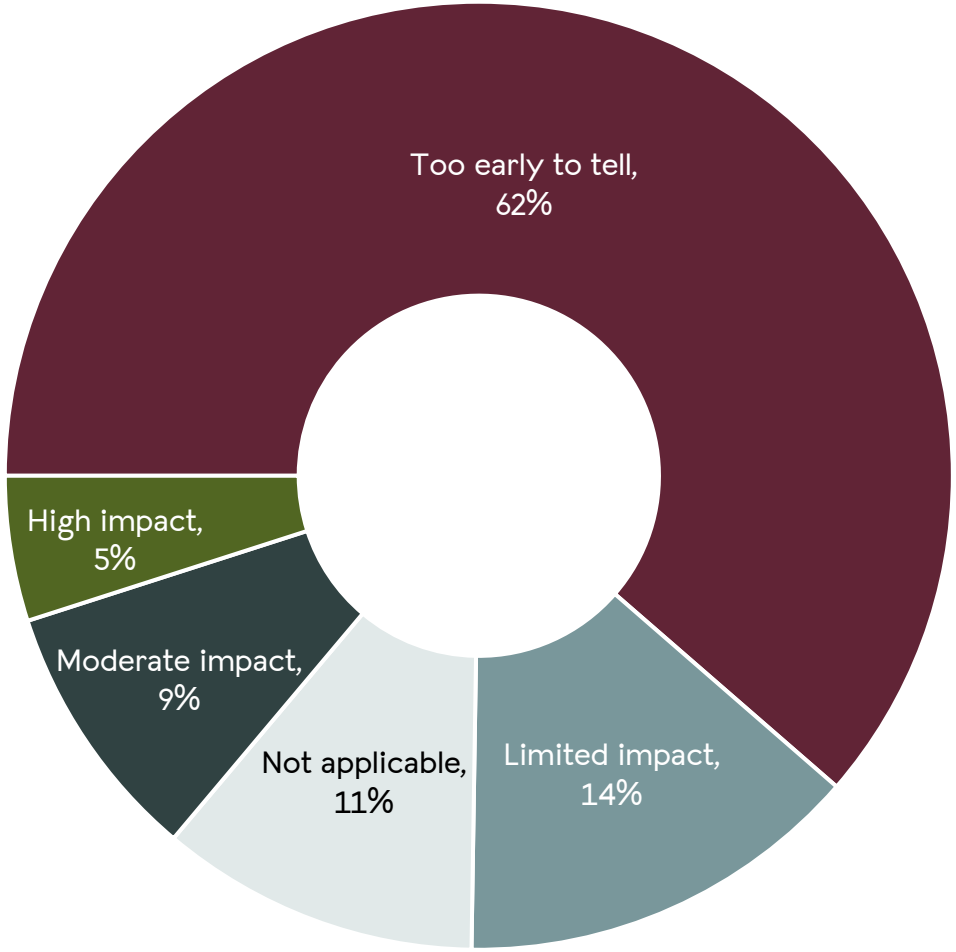
> “Quickly drafting or re-drafting emails so I don't agonize over wording.”



High-impact habits & opportunity

- All four are regularly using AI across **multiple functions**
- All cited time savings and better decision-making as benefits, while three also noted faster content development
- Only one has a formal AI policy; two have a designated AI lead
- **Practical uses** include grant research/writing, strategic planning, proposal review, and donor relationship management
- Only 5% reported high impact; three of those four orgs aren't formally measuring ROI

How would you rate the impact of AI on your fundraising efforts so far?



GREATEST OPPORTUNITY

Freeing up fundraisers' time to meet people in real life

Where has AI not lived up to expectations?

RETURN ON INVESTMENT

“It’s an overhyped waste of resources.”

ACCURACY & QUALITY

“Incorrect information and bizarre sentence structure”

MISSION-ALIGNMENT

“AI runs counter to our values.”

Privacy, environmental and ethical concerns

74% worry about data privacy and security

- Exposing sensitive donor or financial information
- Knowing what information is safe to share or needs to be anonymized

53% worry about AI's environmental impact

- The resource demands of data centers and AI use
- Whether using AI could undermine the good nonprofits are trying to do

65% worry about ethical implications

- How AI affects artists, creators, and other people
- Whether organizations should use AI simply because they can



AI Survey: Key Takeaways

AI is changing how fundraising work gets done, but not yet what fundraising achieves.

In many cases, adoption is outpacing policy and pressure testing.

Nonprofits have an important role to play in shaping how AI is used.

Practical ways to move forward with AI, *or without it*

AI Advisory: Co-building an approach that works for your organization

Explore	Understand what's possible
Plan	Know where you're ready to start
Implement	Put practical ideas into action
Revisit	Learn, adapt, and keep building

AI Advisory in action

- **Large zoo:** Training helped conservation-minded staff find their footing with AI and increased use across the team.
- **Higher education access organization:** Confirmed seven priority uses cases that would build confidence and ownership across the team.
- **Conservation-focused, federated organization:** Identified broader organizational need for staffing and CRM enhancement to support the team's AI roadmap.



Start with guardrails, then learn as you go

1 Put basic guardrails in place

- Don’t wait for the “complete” AI strategy
- Clarify approved tools, data/privacy boundaries and human review
- **Reduce the risk of staff creating their own rules**

2 Start with what you already have

- Look for the low-hanging, and “middle-hanging,” fruit
- Understand capabilities already available in your existing technology
- **Don’t assume another AI tool is the answer**

3 Make it an inclusive, iterative process

- Leadership champions the change
- IT/data help shape the roadmap and governance
- Staff bring real use cases, questions and feedback
- **Revisit (~6 months) as the technology and your experience evolve**

Be strategic about AI content creation



Build the foundation

- Templates and strong samples
- Approved fundraising messages and source material
- Brand voice, tone and hallmarks
- Examples across donor audiences and communication types



Get specific about the task

- First drafts and outlines
- Editing for length, clarity or tone
- Repurposing existing content
- Creating variations for different audiences



Know where judgment matters

- *What is the purpose?*
- *Who is the audience?*
- *How personal should this be?*
- *Is it accurate and authentic?*
- *When is it “done”?*

Make more room for what matters

Research	• Accelerate first-pass prospect and donor research • Summarize information across sources • Surface questions for deeper investigation
Data & Workflow	• Capture and organize activity consistently • Summarize notes and interactions • Reduce repetitive entry and administrative work
Donor Engagement	• Prepare for conversations • Identify opportunities for personalization • Create more time for relationship-building

Your mission gives you a voice in what comes next.

AI will continue to evolve. Nonprofits can help shape where it goes.

- Ask where AI genuinely serves people and mission.
- Push back where its use creates harm or conflicts with your values.
- Choose applications that strengthen your work and relationships.
- **Lean into the larger conversation.**

Campbell&Company

Questions?

Campbell & Company

Adam Wilhelm

Senior Vice President

Adam.Wilhelm@campbellcompany.com

Download our flyer to learn more →



Campbell&Company

Your Trusted Partner for AI Advisory

AI presents a transformational opportunity as our sector seeks innovative approaches to engage supporters, boost fundraising, and shift the tide of declining participation in giving.

AI Advisory

Many nonprofit leaders are asking the same questions: **How should we use AI? Where can it help? And how do we do it responsibly?** Campbell & Company helps organizations answer those questions through practical planning, policies, and training that align AI use with broader data and fundraising goals.

Our approach focuses on helping organizations make the most of the tools they already have, including Microsoft Copilot, the Microsoft 365 ecosystem, and their CRM, while building a foundation for continued learning as the technology evolves.

"Campbell & Company's AI Advisory engagement provided a structured way to evaluate our readiness, identify meaningful use cases, and create a roadmap for responsible implementation."

- Dan Neinstadt, Vice President of IT, **Pheasants Forever & Quail Forever**

Outcomes

A thoughtful approach to AI can help organizations:

- Establish clear policies and guardrails for responsible AI use
- Increase value from existing technology investments
- Identify and implement practical, high-impact use cases
- Strengthen staff knowledge and confidence
- Create capacity for higher-value work
- Build a foundation for ongoing learning and responsible adoption