



Unlocking Donor Data With AI: Accessible Strategies for Every K-12 Advancement Team

Who: Heads of School, Development, and Business Managers

Presenter: Hudson Flynn

When: Wednesday, November 4th from 10:00 a.m. to 11:00 a.m.

Where: Virtual on Zoom

Session Description:

Your donor data holds the raw material for better stewardship- like key insights on giving history and ask amounts, event attendance, and lapsed donors- but can you even find it? And where do you even start when it's spread across systems, cluttered with duplicate data, and a headache to manage? This session is your guide to how AI can quickly- and securely- unlock your donor data.

In this webinar, we will break down how AI actually works and how K-12 advancement teams are using it today. Next, using live polls, we will benchmark your teams' AI usage against real adoption data from 100+ independent schools. Then we will dive into where AI is genuinely strong (processing data, drafting content, summarizing information), where it's risky, and how to keep your donor data secure. We will then demonstrate how to use a simple "human in the loop" framework to safely bring AI into your fundraising and events work.

We will:

- Explore the risk spectrum of AI and how to keep your donor data secure
- Live demo how to best utilize AI tools covering prospect research, alumni event planning, ask-amount recommendations, and CRM cleanup
- Show you how to use AI to pull essential stewardship insights out of your existing donor data, and what tools are worth trying out

About Hudson Flynn:



Hudson Flynn is the Marketing Team Lead at Boost My School. In addition to hosting Boost's monthly advancement webinars, he has presented at conferences such as CASE-NAIS, TABS, and the NYSAIS Advancement Institute. He was also the host of a popular sports podcast, Talkin' Nets.

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