



# Fundraising Intelligent Virtual Assistant Personally Engages Current and Prospective Donors to Drive Fundraising

Conversica's® Fundraising AI Assistant Personalizes Your Communications With Donors to Accelerate Engagement

## What

The Conversica Fundraising AI Assistant autonomously facilitates one-on-one personal conversations with your current and prospective donors over email or SMS text.

## Why

- Increase the number of prospects and donor meetings for your development officers
- Deepen connections with prospects and donors to foster relationships and build loyalty
- Deliver unique insights into outreach and team effectiveness

## How

- Interprets every response from your current and prospective donors, then automatically alerts a development officer the minute there's an intent to further a relationship with your organization
- Provides metrics on donor follow-up and response rates, so you can be sure every donor is receiving personal attention

## Engage Donors and Find Handraisers

Engaging thousands of potential donors takes an impossible amount of time, effort, and close monitoring. Typical front line fundraisers can only handle a few emails and calls before moving on. Not surprisingly, good opportunities fall through the cracks. Now you can use a Fundraising Intelligent Virtual Assistant (IVA) to qualify and cultivate prospects, freeing your fundraisers to actively engage with those ready to give.

The IVA promptly engages potential donors via email and continues to cultivate until the prospect moves to a meeting stage or they opt out of further communication—which could be in one day, a few months or even a year.

As the IVA engages donors and learns a preferred phone number or email address, it updates your database accordingly and determines which people are truly interested in furthering your mission.

Armed with details from the IVA's conversation, your fundraisers can engage prospects most likely to give. Conversica bridges the gap between annual giving and major gifts by improving the quality of donors handed off to fundraisers so they can focus on building relationships and securing gifts.

## Skills

- Reengage past donors: Donors stop giving for various reasons. Development teams must stay top of mind and find ways to engage prospects personally.
- Cultivate your best prospects: Making a personal connection to move each prospect or donor is time and resource-intensive. Organizations must master digital efficiency.
- Be more effective at cultivating donors in the longterm: Go beyond mass email blasts to really foster personalized communications at scale.

## So, How Does It Work?

The Conversica Fundraising AI Assistant engages donors with natural, two-way conversations via email or SMS text. Using relevant messages that elicit genuine responses, Conversica interprets replies and uncovers important details, such as interest in meeting with a fundraiser or organizational leader, willingness to give to the annual fund, overall feelings about the organization, and if they will attend a specific in-person or virtual event. Conversica connects you with your prospects and donors so they stay engaged with your organization.

## Skills to support your fundraising efforts from day one

AI-driven conversations allow you to focus your fundraising efforts on contacting prospects who have an expressed intent in giving.

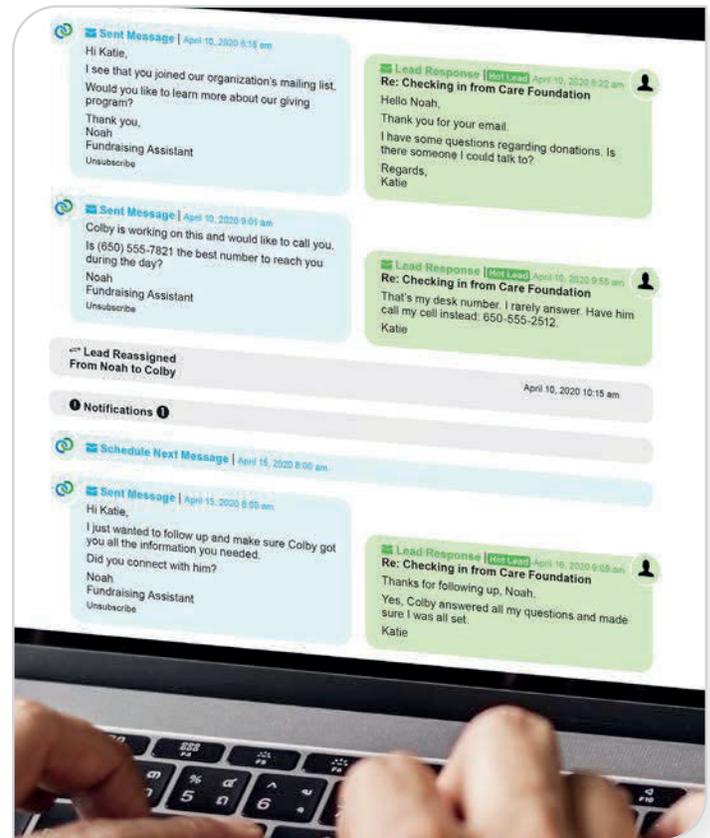
The Conversica Fundraising AI Assistant has many different skills. Skills are groupings of similar conversation types that the Intelligent Virtual Assistant can have with a prospective donor. The number of skills you have access to depends on the level of AI Assistant you choose (Junior, Senior, or Expert). Skills include:

- ACTIVATE Unresponsive prospects
- RECOVER Lapsed Donors
- CULTIVATE Early Interest
- PRE-EVENT Outreach
- POST-EVENT Engagement
- RETAIN Current Donors
- UPGRADE Donors

## Built for ease-of-use with the non-technical user in mind

Conversica AI Assistants combine ease of use with sophistication. Our cloud-based, software-as-a-service requires no on-site installations or upgrades. Conversica works as a standalone system or can be integrated with any CRM or marketing automation application.

Our Intelligent Virtual Assistants come with many conversation types prebuilt for immediate deployment or can be updated via the graphical interface to match your specific needs without the need for a technical expert. Our engineering and data science teams make sure conversations will perform so that you can focus completely on the purpose of each conversation you decide to deploy.



AI-driven email conversations allow you to focus your efforts on contacting leads who have an expressed intent to buy.

## Learn more about fundraising with IVAs

Email us at [info@makephilanthropywork.com](mailto:info@makephilanthropywork.com) or learn more at <https://info.makephilanthropywork.com/conversica>.

## About Conversica

Conversica is a leading provider of Intelligent Virtual Assistants helping organizations attract, acquire and grow customers at scale. A Conversica Intelligent Virtual Assistant is an AI-powered, SaaS-based software application that serves as a virtual team member and autonomously engages contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action accelerating revenue; whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Reaching out to over 100 million people on behalf of

thousands of companies, Conversica Intelligent Virtual Assistants are built on a proven and patented intelligent automation platform integrating natural language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage contacts over multiple communication channels and in multiple languages.

Winning multiple awards including Inc. 5000 fastest growing companies and #6 on Fast Company's most innovative AI companies, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.