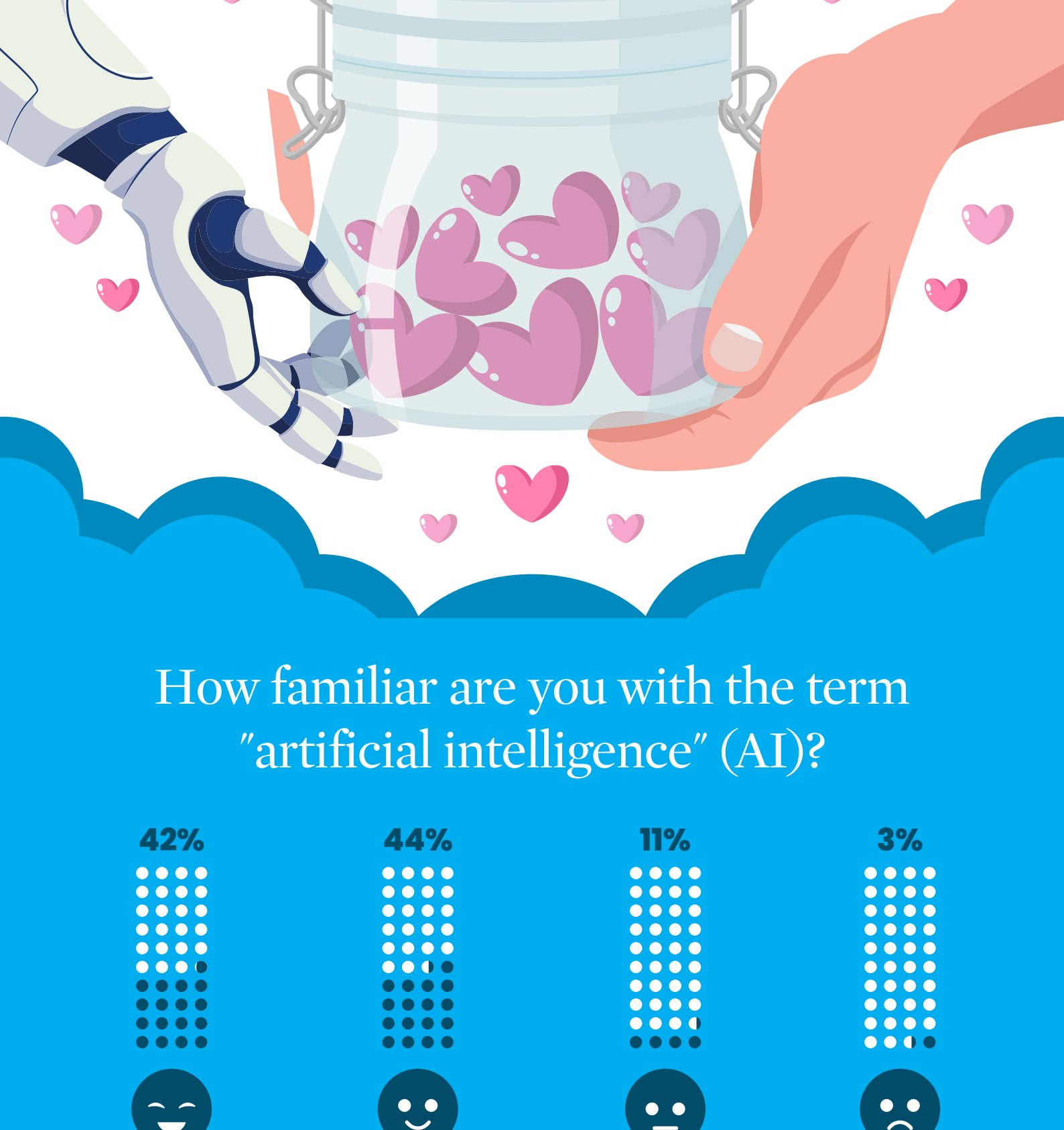


Artificial Intelligence and Charitable Giving

The Donor Perspective



How familiar are you with the term “artificial intelligence” (AI)?



What types of charitable organizations have you donated to in the past 12 months?

Percentage of respondents who selected each option

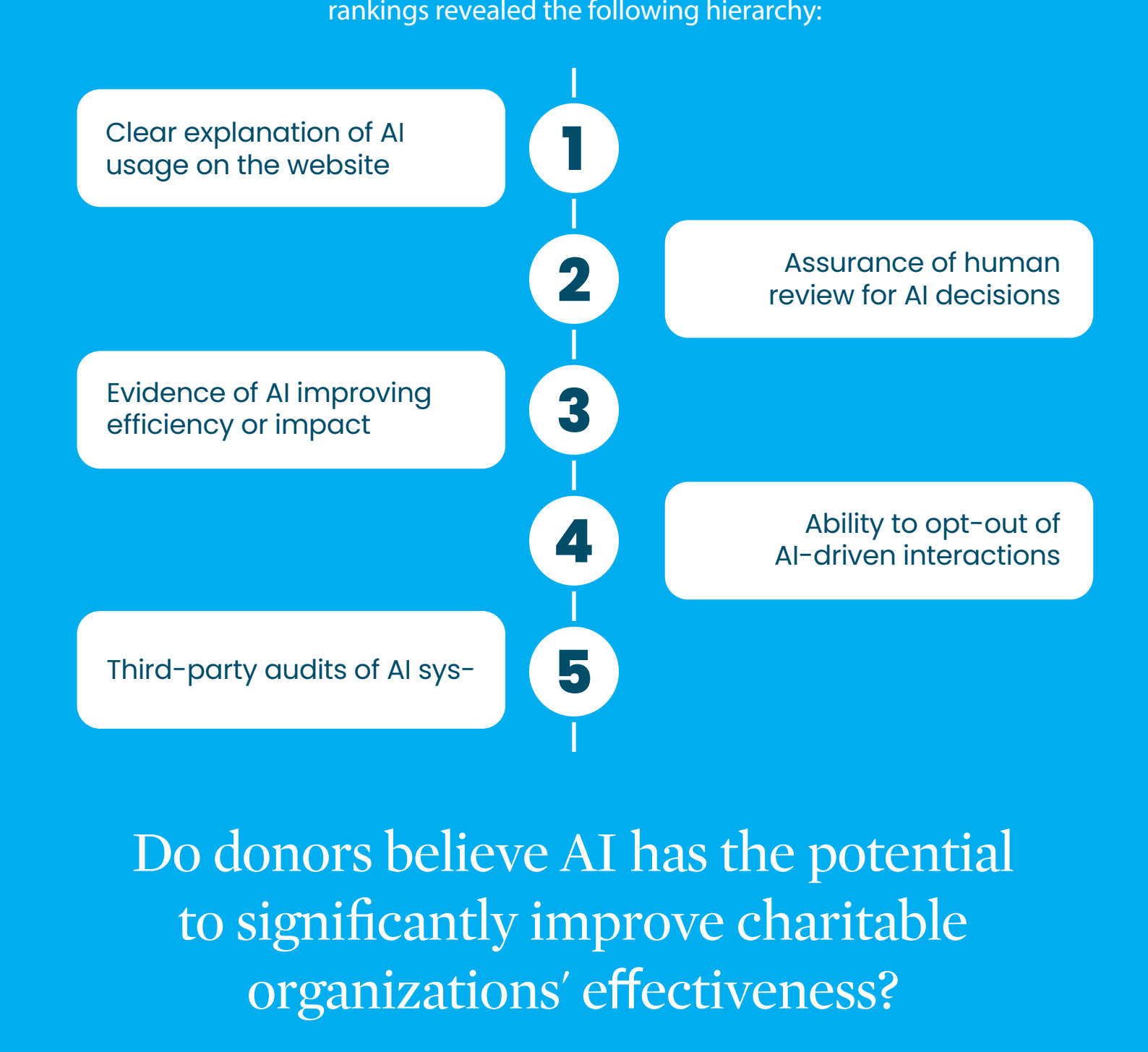


How comfortable are you with charities using AI in the following areas?

Rate on a scale of 1-5, where 1 is Very Uncomfortable 5 is Very Comfortable

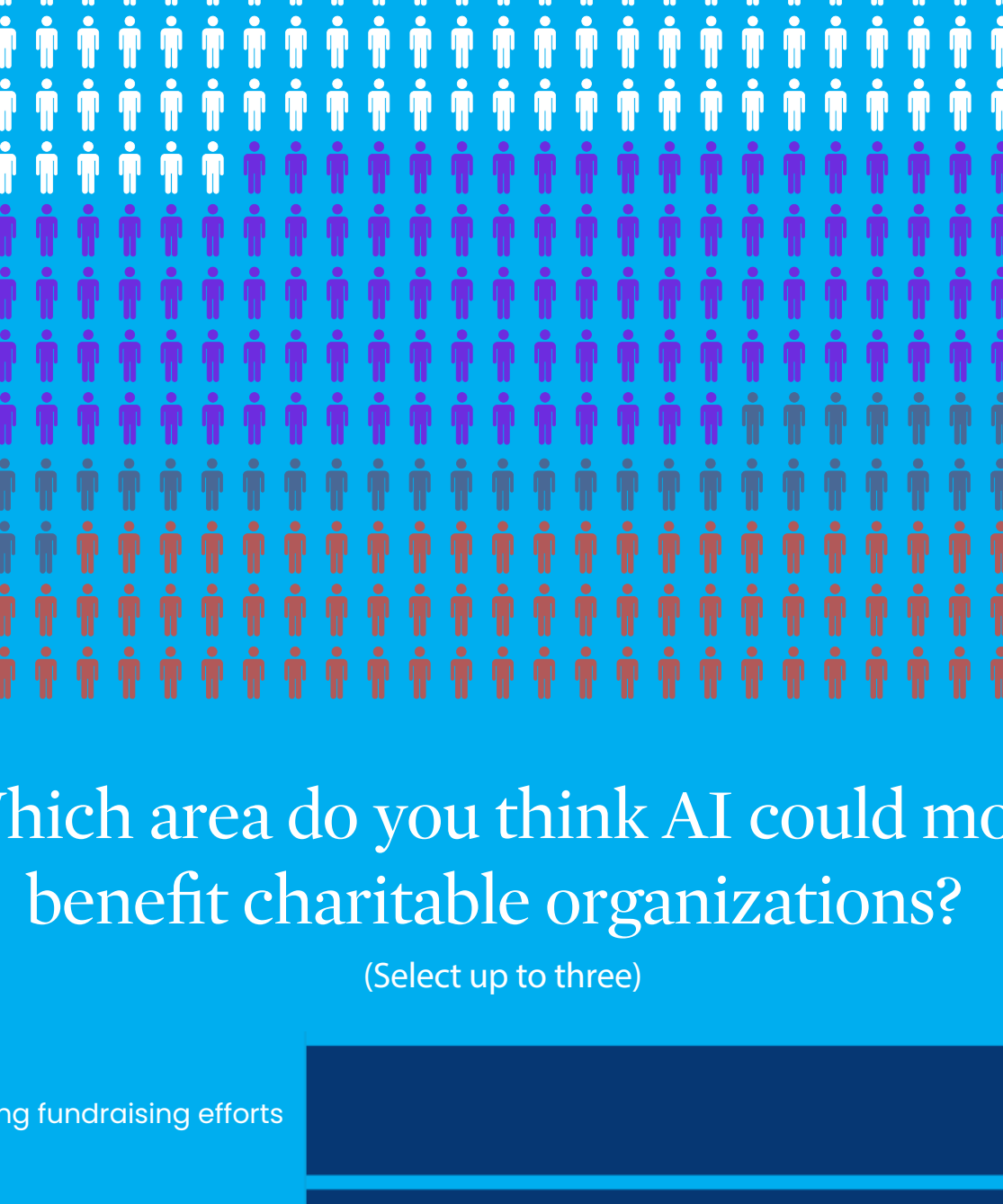


Which of the following AI applications in charities concerns you the most?



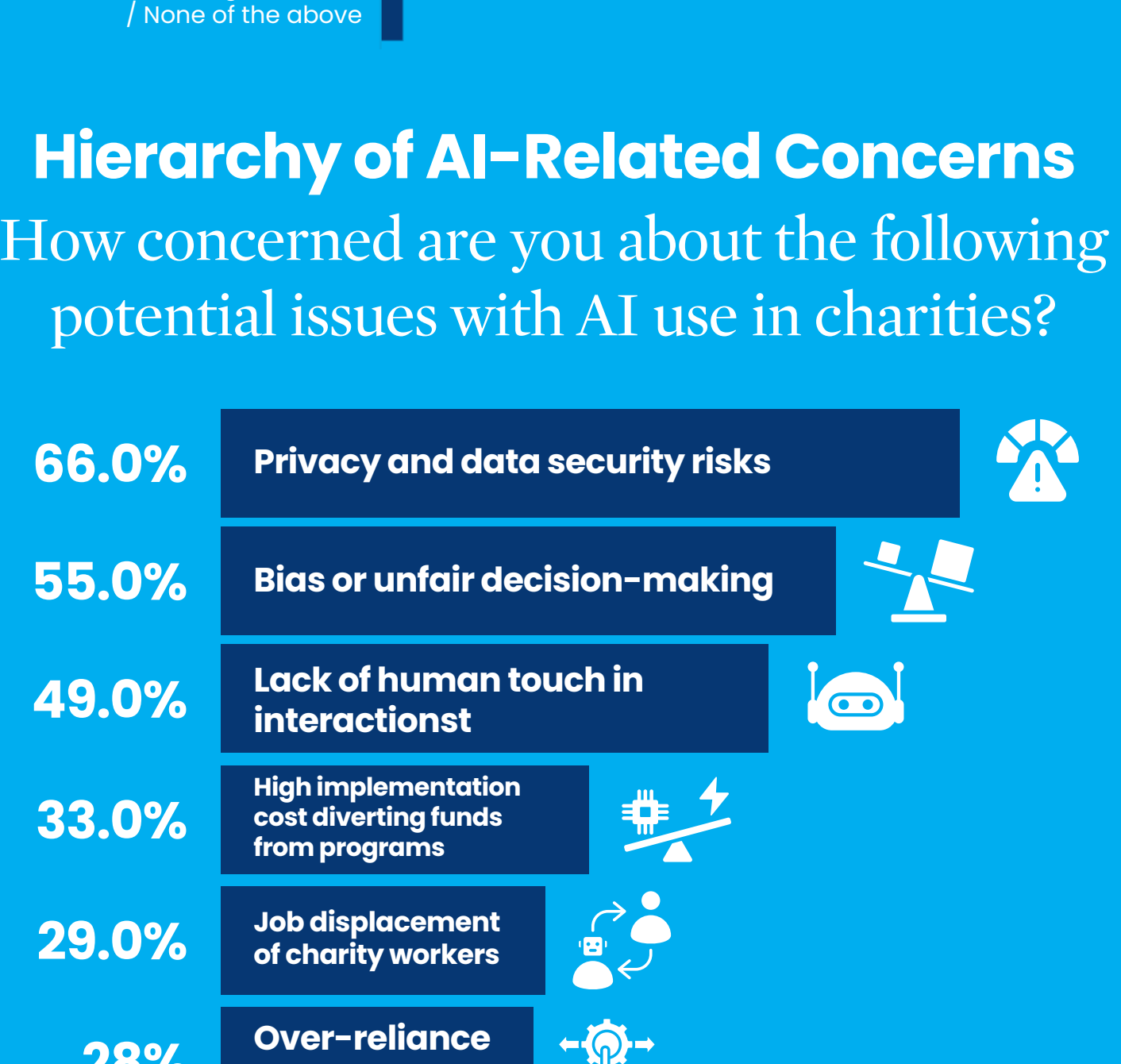
If a charity you support announced they were implementing AI in their fundraising operations, how would it affect your willingness to donate?

(Select one)



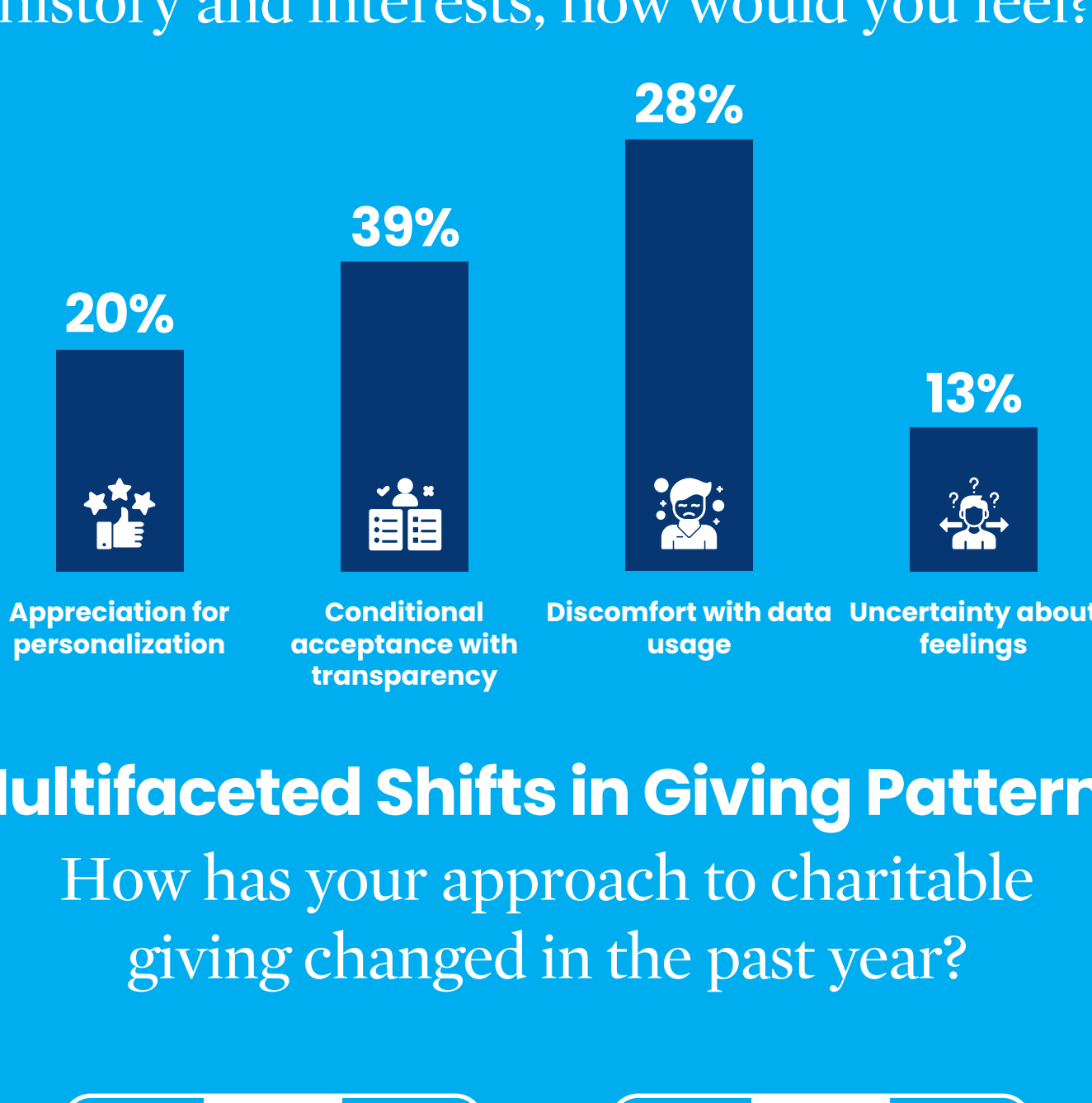
Ranking of Comfort-Enhancing Factors

Respondents ranked six factors that could potentially increase their comfort with a charity's use of AI, from 1 (most comforting) to 6 (least comforting). The average rankings revealed the following hierarchy:



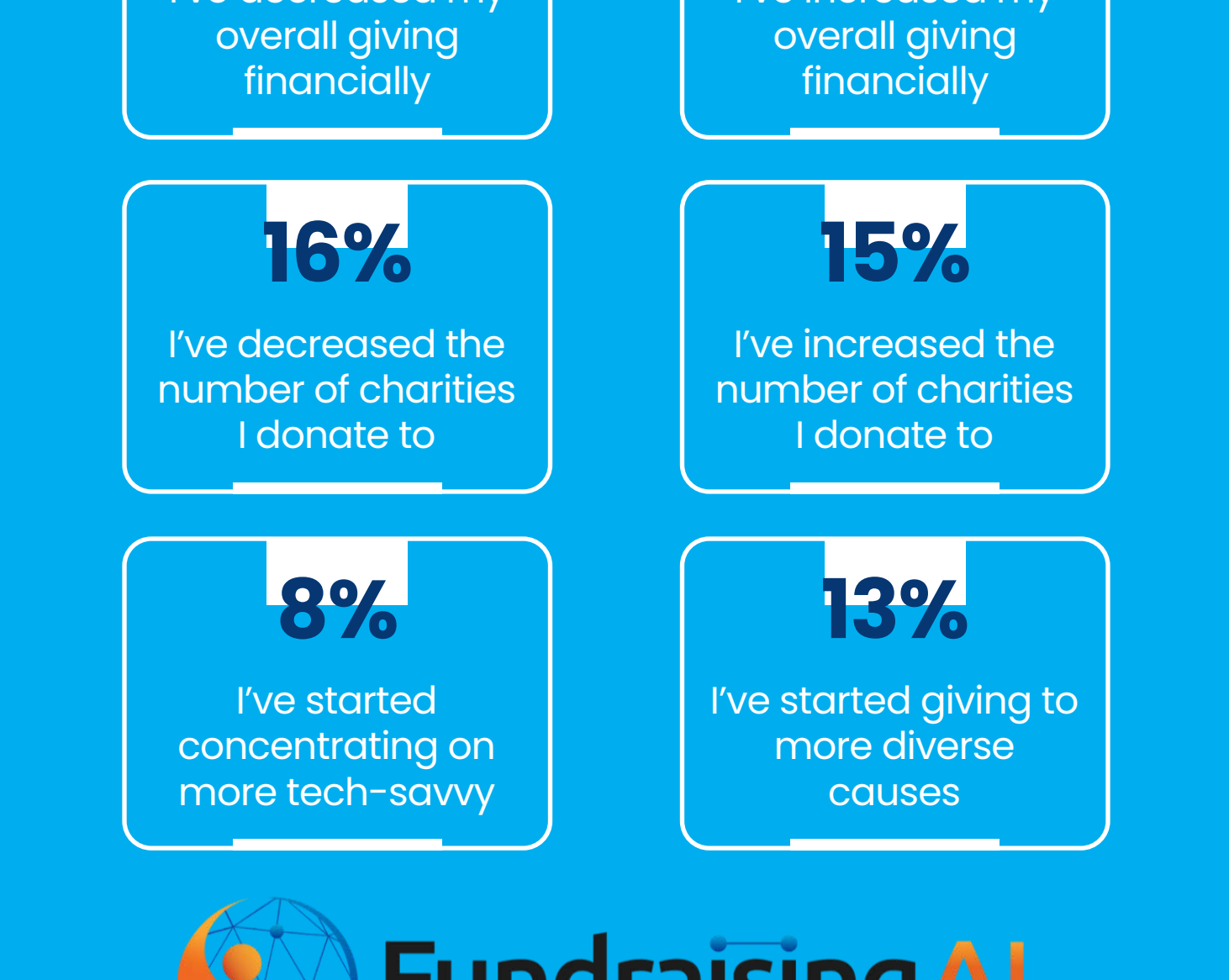
Do donors believe AI has the potential to significantly improve charitable organizations' effectiveness?

● Yes, definitely ● Yes, somewhat ● No, not really ● No, definitely not ● Unsure



Which area do you think AI could most benefit charitable organizations?

(Select up to three)



Hierarchy of AI-Related Concerns

How concerned are you about the following potential issues with AI use in charities?

Spectrum of Donor Reactions

If a charity used AI to personalize your donation appeals based on your past giving history and interests, how would you feel?

Multifaceted Shifts in Giving Patterns

How has your approach to charitable giving changed in the past year?

