

EMERGING TRENDS IN DIGITAL FUNDRAISING

SESSION DESCRIPTION:

Advances in technology have made digital innovation a critical element for nonprofits to connect and engage with their donors. Join us as we discuss the current landscape in digital fundraising and technology adoption for ministries as well as how innovative organizations are charging forward and incorporating new technologies like artificial intelligence and computer-based learning in digital fundraising to help lift results.

In this session we will discuss the findings from our latest research project related to how organizations are communicating online and ways you can optimize your program to set a solid foundation for growth. We will also share case studies from organizations who are testing into new digital initiatives and discuss practical ways to apply these things at your organization wherever you are on your innovation pathway.

Equip yourself to lead your organization forward with informed, strategic decision making in the digital space and help grow your nonprofit for the future.

NOTES:		

SESSION OUTCOMES:

- **Equip yourself with the information** you need to prioritize technology usage and adaptation for your ministry
- Learn about the fastest growing and most promising areas of digital technology for the year ahead
- Gain an understanding of how nonprofits are incorporating computer based learning and artificial intelligence into their programs and the results they've seen with these tools

TOPICS TO BE COVERED:

- The state of digital fundraising today and the tools that organizations are using right now to grow donor connection, engagement, and fundraising results
- Emerging technologies, social channels, and advertising platforms that are showing promising results
- How to prioritize and move forward for your organization to help grow your nonprofit
- How nonprofits are utilizing AI successfully and some of the pitfalls to avoid

ADDITIONAL RESOURCES:

- The Benefits and Challenges of AI-Powered Fundraising https://www.douglasshaw.com/webinars/the-benefits-and-challenges-of-ai-powered-fundraising-2/
- Innovation Made Simple: Steps to Help Improve Your Fundraising Efforts
 https://www.douglasshaw.com/webinars/innovation-mad

https://www.douglasshaw.com/webinars/innovation-made-simple-2/

- Leveraging Technology to Reactivate and Retain Donors https://www.douglasshaw.com/leveraging-technology-to-reactivate-and-retain-donors/
- Understanding Fundraising Trends: Navigating the Ups and Downs

https://www.douglasshaw.com/understanding-fundraising-trends/

- How Nonprofits are Using AI
 https://blog.techsoup.org/posts/how-nonprofits-are-using-ai
- How Nonprofits Can Use AI Well—And Avoid the Pitfalls https://www.philanthropy.com/article/how-nonprofits-canuse-a-i-well-and-avoid-pitfalls
- Use Connected TV to Drive Awareness, Engagement, and Conversions for your Organization
 https://www.nonprofitpro.com/post/use-ctv-drive-awareness-engagement-and-conversions/
- 6 Nonprofit Technology Trends to Watch in 2024
 https://www.engagingnetworks.net/6-nonprofit-technology-trends-2024/





AMY SEWELL

Senior Vice President, Digital Solutions

Amy leads the full-service digital team of Douglas Shaw & Associates and drives all strategy, data, and development for the digital projects of the clients we serve. She works to ensure client goals are consistently met—and she starts by listening to their unique needs.

Amy is a quick thinker with an unparalleled knack for problem-solving, which makes her a force in overcoming technological hurdles in the ever-changing landscape of the digital world. Solutions-driven and with a big heart to serve, Amy helps strategize, test, and execute cohesive campaigns across all digital platforms, drastically expanding our clients' reach and accessibility for exponential growth in donor giving and engagement.

Amy's career started in the for-profit world, but she soon felt a strong pull to do work that directly helps other people. Even now, having helped generate hundreds of millions of dollars for many organizations, Amy is recruited worldwide to share key insights on a variety of digital solutions. And while she joyfully shares her wisdom, what brings her the most joy is seeing outcomes of the transformative work our clients do each day.



AUBREY HOEPPNER

Vice President, Client Services

Aubrey's relational and communication gifts allow her to build strong, meaningful relationships with our client partners at Douglas Shaw & Associates. With high attention to detail, a gift for data analytics, and a strong listening ear, Aubrey thrives as a client team lead and works with our clients' development and program teams to successfully weave together financial needs with personal stories that stir donors' hearts.

Before coming to Douglas Shaw & Associates, Aubrey pursued an education in intercultural communications and international studies, just before heading overseas to teach English at a high school level. It was during this time her passion to bridge relationships, overcome cultural divides, and tirelessly serve to meet needs globally was ignited.

Aubrey's drive and commitment to serve alongside clients of diverse backgrounds, missions, and perspectives is still evident today as she leads strategy, extensive testing within cultivation and to give our clients the data they need to reach the right donors with the right message at the right time.

