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AI Maturity for Nonprofits: Turning Strategy into Scalable Impact

September 16, 2025

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Learning Objectives

Understand the six stages of AI maturity and how they apply to non-profits.

Learn how to benchmark your organization's AI readiness using the AIM2 framework.

Discover actionable steps to align AI initiatives with strategic goals.

Explore governance, risk, and compliance considerations for responsible AI.

Gain insights into building cross-functional collaboration and leadership sponsorship.

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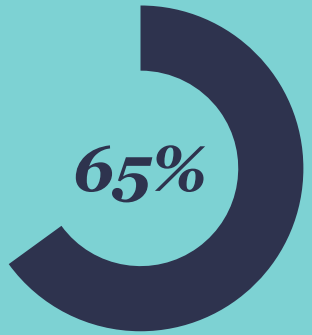
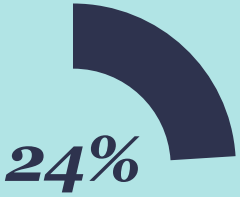
Current Non-Profit AI Landscape



Fact

Exploring/using AI for operational efficiency

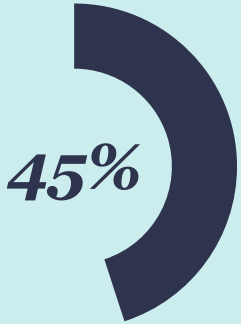
Ai In The Nonprofit Industry Statistics: Market Data Report 2025



Fact

Have a formal AI strategy

Report: How Artificial Intelligence Is Changing the Nonprofit Sector - NonProfit PRO



Fact

Feel unprepared to implement AI effectively

Ai In The Nonprofit Industry Statistics: Market Data Report 2025

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Digital Maturity Curve Non-Profits

Training Wheels (Ad Hoc)

- Donor and volunteer information is stored in unstructured spreadsheets, leading to inefficient outreach and engagement.
- Fundraising efforts are conducted manually, with no digital tools for campaign tracking or donor analytics.

Learning to Ride (Basic)

- A CRM system is adopted for donor and volunteer management, improving engagement and outreach.
- Fundraising campaigns are digitized, allowing for online donations and engagement tracking.
- Automated, digitally powered insights and reporting through dashboards and reports.

Coasting (Opportunistic)

- AI-powered donor analytics help personalize outreach efforts and improve fundraising success.
- Social media engagement tools drive digital-first awareness campaigns and volunteer recruitment.
- Automated grant management platforms streamline funding applications and tracking.

Pedaling Steady (Strategic)

- AI-driven donor sentiment analysis helps refine engagement strategies.
- Automated grant applications leverage machine learning for funding recommendations.
- Predictive analytics optimize social impact measurement for mission-driven projects.

Gaining Speed (Advanced)

- AI-powered donor engagement tools analyze giving patterns and suggest personalized fundraising strategies.
- Blockchain-backed nonprofit accountability systems ensure greater transparency in funding allocation.
- AI-generated campaign messaging improves advocacy efforts and policy influence.

Out in Front (Market Leader)

- AI-driven predictive donor modeling identifies high-impact donors, automatically tailoring outreach based on behavioral trends and engagement patterns.
- Fully autonomous fundraising campaigns use AI to generate, test, and optimize donor messaging in real-time across multiple digital platforms.
- Decentralized blockchain-based giving platforms enable fully transparent and real-time donation tracking, increasing trust and compliance.
- AI-generated, hyper-personalized impact reporting dynamically adjusts based on donor preferences, offering immersive AR/VR storytelling experiences of nonprofit initiatives.
- Autonomous, AI-powered nonprofit governance systems streamline operational decision-making, reducing administrative costs and increasing programmatic efficiency.

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Polling Question

Which of the following best describes your organization's *current stage in AI maturity*?

A. Aware
B. Exploring
C. Piloting
D. Operationalizing
E. Scaling
F. Transforming

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Case Study

Challenge

Non-profits often struggle with engaging donors effectively, leading to missed opportunities for donations and support.

Approach

Implement AI-powered donor analytics to personalize outreach efforts. By analyzing donor data, AI can identify patterns and preferences, enabling non-profits to tailor their communication and engagement strategies.

Short-term impact

Improved donor engagement and higher response rates to fundraising campaigns.

Long-term impact

Increased donor retention and loyalty, leading to sustained financial support and stronger relationships with donors.

Approaches to AI Adoption

01

The expedient: Technology first

Beginning with a point-solution hinges AI adoption as a technological problem

02

The sustainable: Organizational alignment

Aligning organizational processes and strategy that are then matched with fit-for-purpose technology

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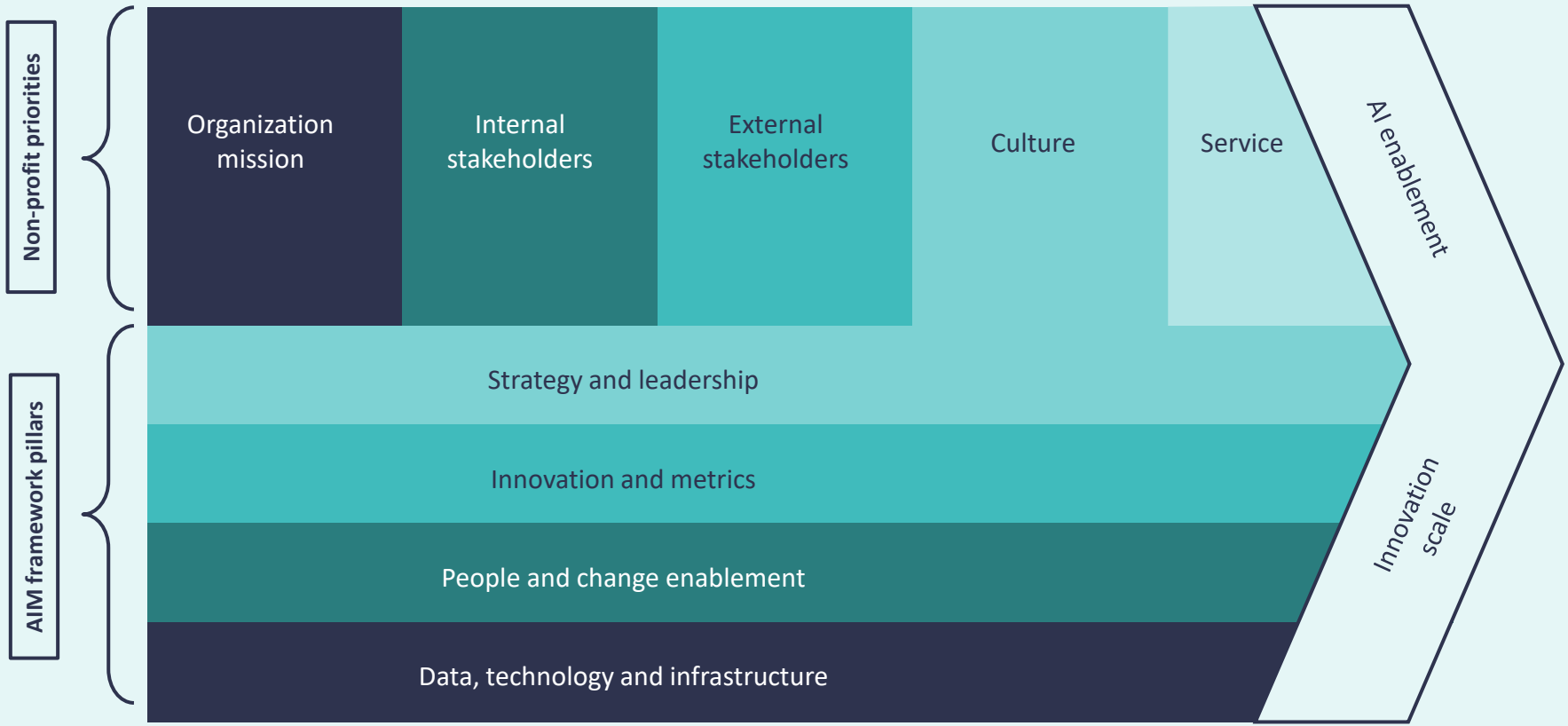
Approaches to AI Adoption



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AIM2 is more than a readiness assessment.

It's a strategic accelerator.

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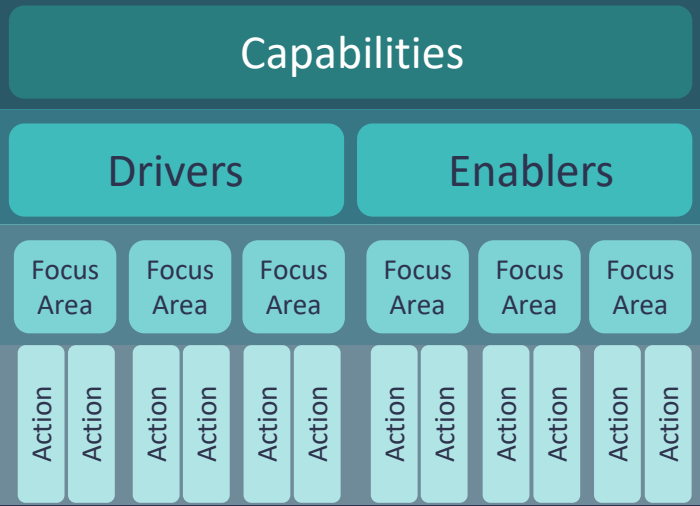
Introduce the AIM2 Framework

AI maturity is about building ***organizational*** capabilities



The core organizational strengths that define AI maturity. The must-haves at higher levels of performance.

The strategic and foundational pillars that influence how AI creates value (drivers) and how it is made sustainable (enablers).

The critical sub-domains of each pillar where teams apply effort and measure progress.

The specific behaviors, decisions, or practices that move an organization from one maturity stage to the next.

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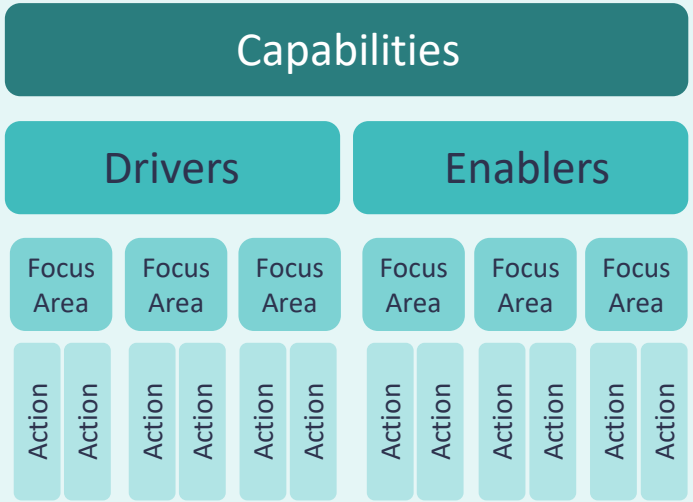
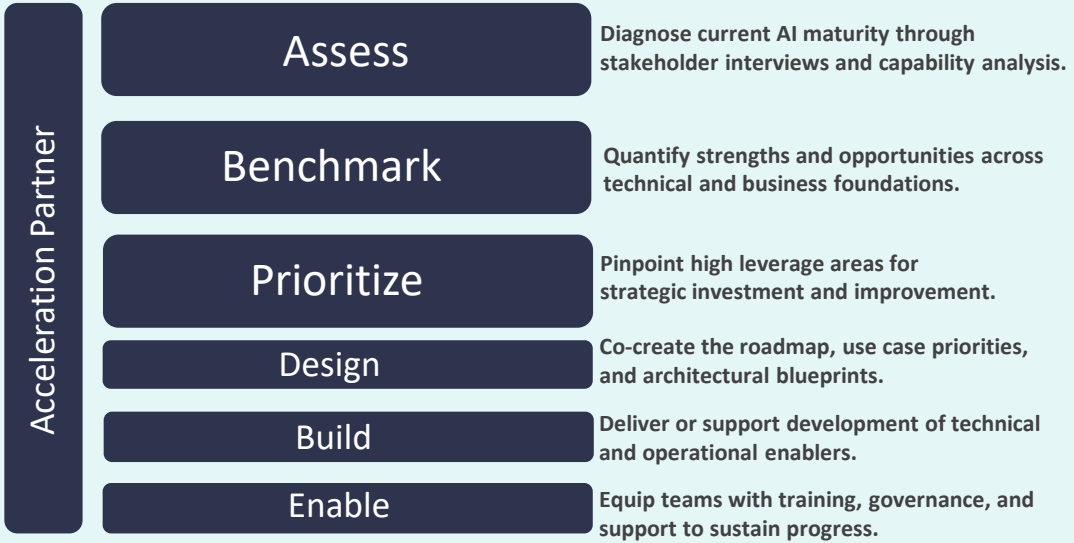
Accelerator Engagement Model

Our ***partnership*** model across the AI maturity journey





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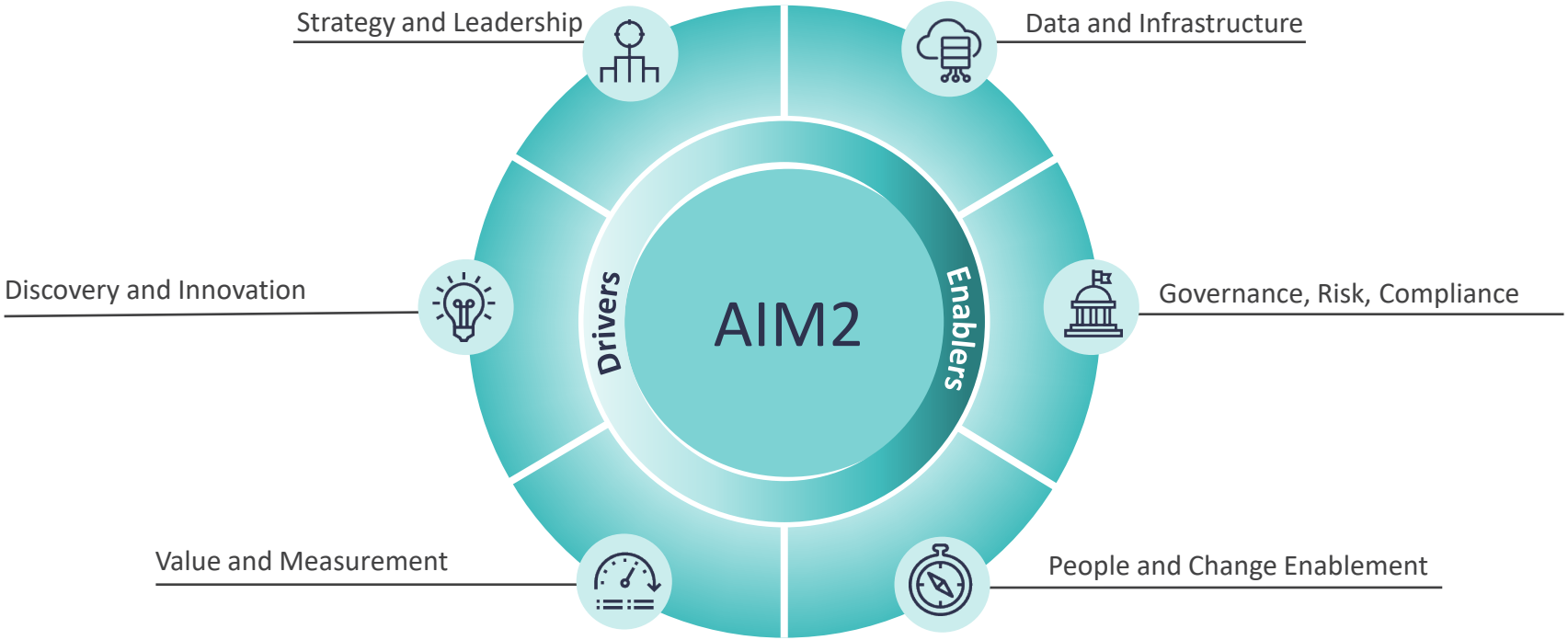
The Core Capabilities of the AIM2 Framework

Capability areas within AIM2



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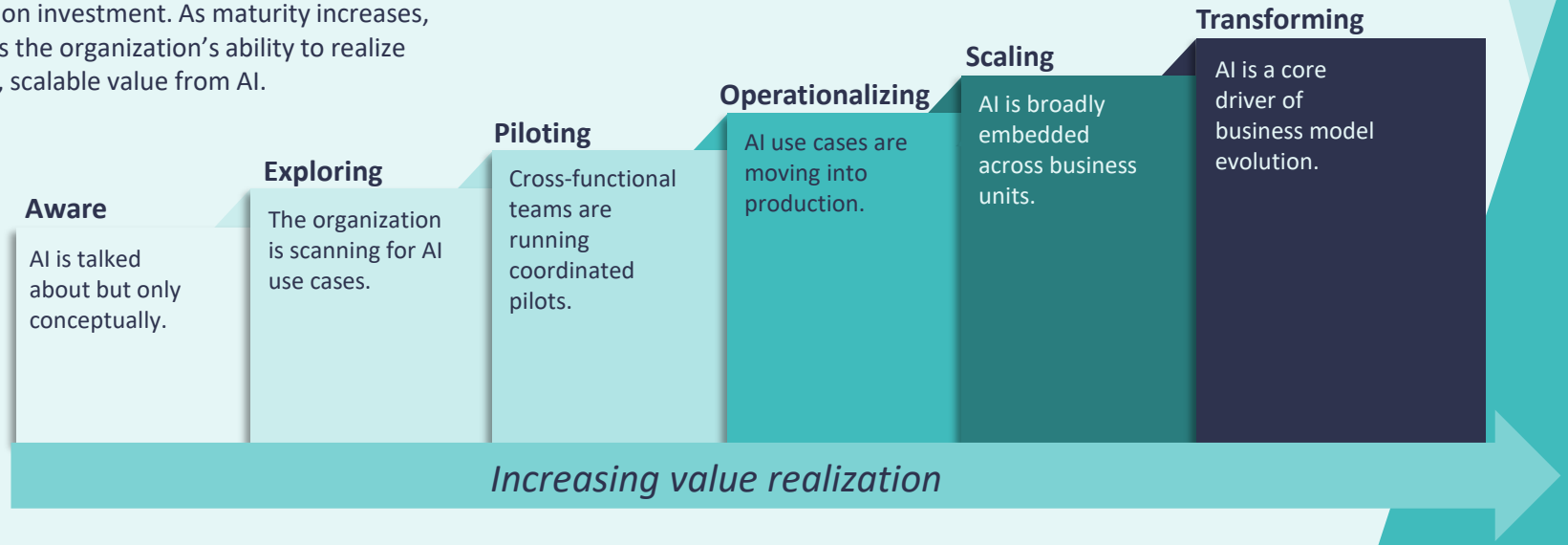
AI Maturity Stages in the AIM2 Framework

Value from AI investments scale with maturity

Each stage of AI maturity represents a step toward greater integration, coordination, and return on investment. As maturity increases, so does the organization's ability to realize lasting, scalable value from AI.



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Polling Question

Which area of the *AIM2 Framework* are you *most interested in* learning more about?

A. Strategy and leadership
B. Discovery and innovation
C. Value and measurement
D. Data and infrastructure
E. Governance, risk, and compliance
F. People and change enablement

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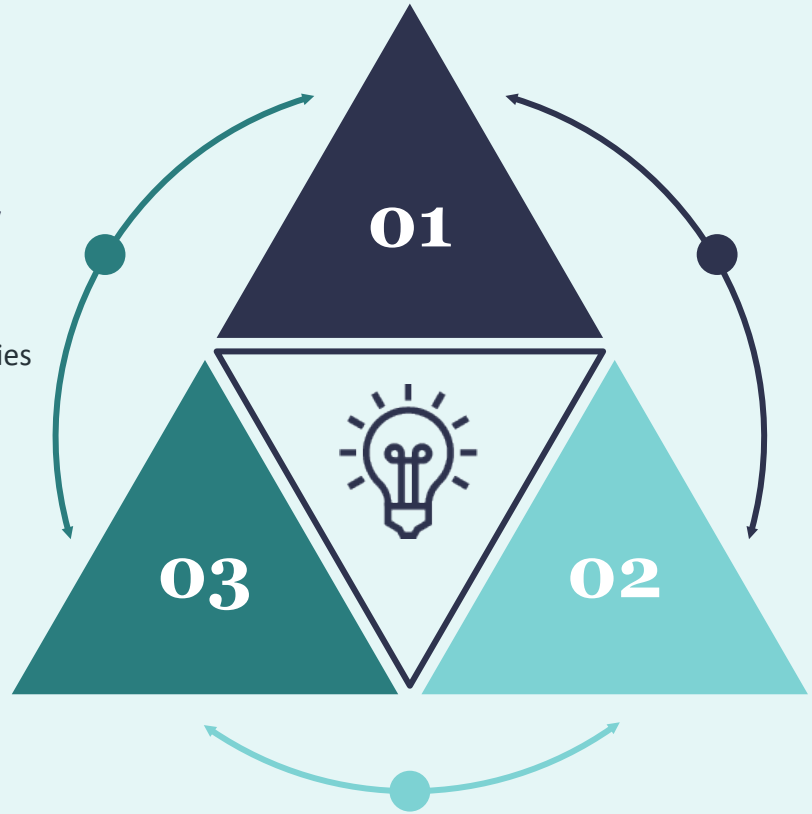
The Art and Science of Deploying AI in Non-profit

Time / opportunity

Less agility to make changes and respond quickly to opportunities as they arise



People

Skill and bandwidth constraints to align and activate AI use cases with mission-approved priorities

Funding

Limited budget to deploy and scale AI; many non-profits impacted by federal / state / donor funding reductions

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Mission-Led AI: Purpose Before Platforms

AIM2 Framework

A tailored framework to empowering a non-profit's mission, priorities and organizational maturity

Start with purpose

Vision communication

Fundraising alignment

Avoiding the tech trap

Leadership buy-in

Strategy and leadership

Defining vision, securing stakeholder buy-in.

Innovation and metrics

Change enablement

Data and infrastructure

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Think Creatively About AI Usage

AIM2 Framework

A tailored framework to empowering a non-profit's mission, priorities and organizational maturity

Strategy and leadership

Process innovation

Product innovation

Prioritization framework

Mission-centric metrics

Innovation and metrics

Identifying use cases, tracking outcomes.

Change enablement

Data and infrastructure

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Empowering Teams for AI Success

AIM2 Framework

A tailored framework to empowering a non-profit's mission, priorities and organizational maturity

Strategy and leadership

Innovation and metrics

Upskilling and ongoing training

Product champions

Continuous feedback

Change Enablement

Upskilling, adoption, and usability.

Data and infrastructure

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The Foundation: Systems That Support AI

AIM2 Framework

A tailored framework to empowering a non-profit's mission, priorities and organizational maturity

Interoperability first

Data readiness

Infrastructure for scale

Security and ethics

Mission-aligned architecture

Strategy and leadership

Innovation and metrics

Change enablement

Data and infrastructure

Interoperable systems and readiness.

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Case Study

Challenge

Managing grant applications and tracking funding can be resource-intensive and prone to errors.

Approach

Utilize automated grant management platforms that leverage machine learning to streamline the application process, track funding, and provide recommendations for future grant opportunities.

Short-term Impact

Reduced administrative burden and faster processing of grant applications.

Long-term Impact

Enhanced efficiency in securing and managing grants, allowing non-profits to focus more on their mission and program delivery.

Polling Question

What is your *biggest challenge in adopting AI* within your organization?

A. Technical expertise
B. Strategy or vision
C. Data quality or availability
D. Budget
E. Change management and culture
F. Governance and compliance

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Avoiding Common Failure Patterns

Starting with technology

Adopting a ‘mission first’ strategy drives seamless alignment throughout technology selection and adoption

Underestimating training

Affirm the varying needs and upskilling opportunities across the organization; plan for varying modalities to optimize learning

Overlooking interoperability

Focus on data quality and connectivity over ‘shiny object syndrome’

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Takeaway Slide

Step 1: Assess

Where are you today?

Needs

Mission

Step 2: Adopt

Tool enablement

How good is our data?

What is optimal # of systems/platforms/tools we need to adopt/employ to drive a differentiated outcome?

Step 3: Accelerate

Scale and integrate

Have we stabilized platform adoption?

Is there a renewed business case/ROI for additional investment and change?

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Polling Question

I would like someone from CLA to *contact me* to discuss the following *services:*

A. AI Strategy or AIM2 Assessment
B. Other Digital Services
C. Accounting, Tax, Audit or Outsourcing
D. Nothing at this time

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Case Study

Challenge

Non-profits often find it challenging to measure and demonstrate the impact of their programs and initiatives.

Approach

Deploy AI-driven predictive analytics to measure social impact. By analyzing data from various sources, AI can provide insights into the effectiveness of programs and predict future outcomes.

Short-term Impact

Better understanding of program effectiveness and areas for improvement.

Long-term Impact

Data-driven decision-making that enhances program impact, attracts more funding, and improves transparency and accountability to stakeholders.

Thank you!

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