Momentum

The Nonprofit Productivity Report

How AI Can Redefine Workloads

As an industry, the social sector is known for high levels of burnout and turnover. With employee tenures averaging only 18 months, organizations need to better support these professionals. But, it can be challenging to know how to support fundraisers without knowing where they spend most of their time and energy.

To get a deeper understanding of fundraiser workloads, Momentum conducted a survey of nonprofit professionals, exploring the most time-consuming aspects of a fundraiser's day-to-day and how AI could expedite those tasks.

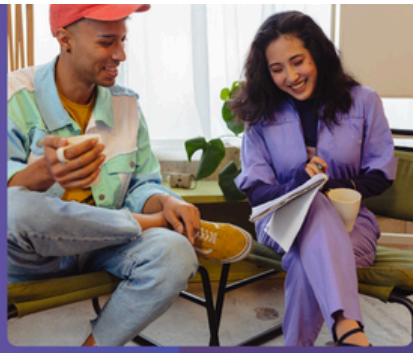
With this information, you can help your team work more efficiently, focus on the initiatives that drive impact, and, ultimately, improve fundraiser tenure.

Keep reading to learn:

- **A nonprofit professional's most time-consuming tasks**
- **Fundraisers feelings on AI tools and software**
- **How to improve job satisfaction (according to fundraisers)**







The state of nonprofit workloads

When fundraisers leave their role, it puts more stress on the professionals working for the organization. A study by the Chronicle of Philanthropy found that unfulfilled fundraising positions leave 90% of fundraisers with more work and stress.

Unfortunately, the negative impacts don't end there—donors lose trust and confidence in the overall organization when key fundraisers move jobs. This financially affects the organization through lower donor retention and fewer major gifts.

Nonprofit professionals are making moves toward their next job

According to our survey respondents:

12%

are already looking for a new job

6%

will look for a job in the next year

24%

will look for a new job in the next 1-2 years

To keep fundraisers feeling supported and satisfied within their roles, **AI may be the resource organizations need to break the cycle of turnover.**

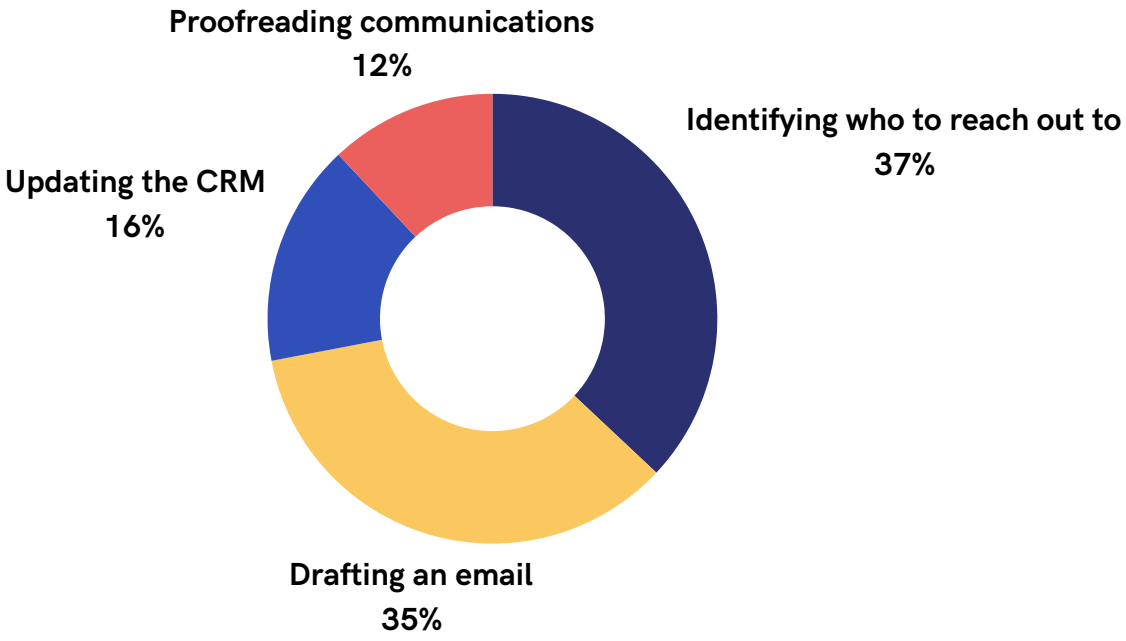
Where nonprofit professionals spend their time

When it comes to the tasks that take the longest, donor identification and donor outreach emails take the top spot.

Consider how long it takes to sift through donor databases, factor in donor preferences like communication style, and develop a donor plan that aligns with your organizational needs.

It's no wonder that donor identification is the most time-consuming component—it requires significant manual analysis, prioritization, and decision-making.

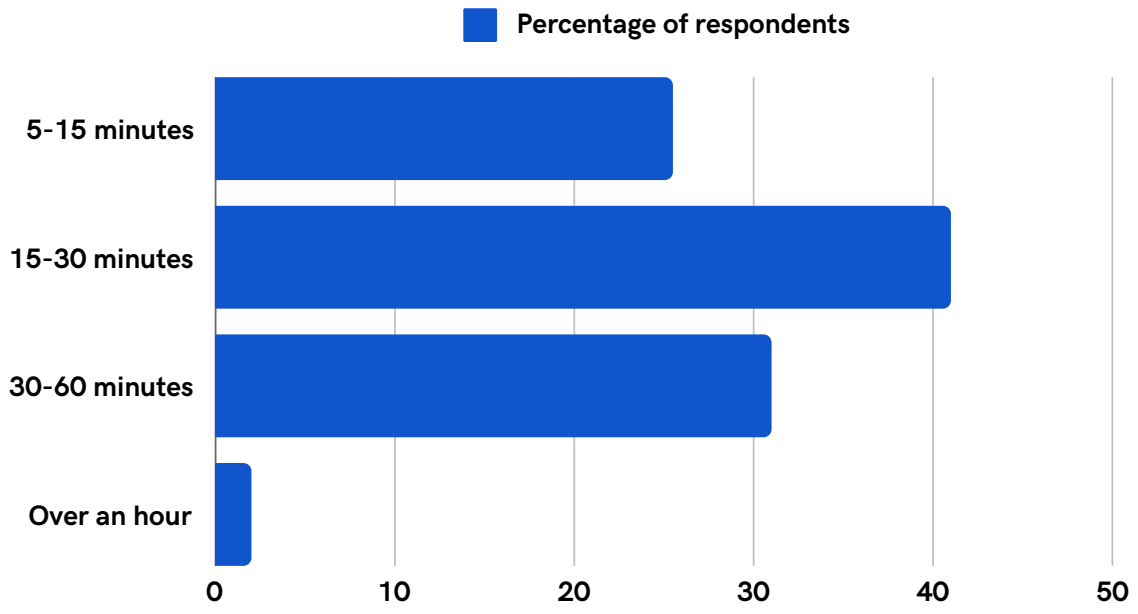
A fundraiser's most time-consuming tasks



A third of fundraisers spend over 30 minutes per email

For emails to strengthen donor relationships, they need to be personalized. But, personalization is time-consuming and requires research, such as an understanding of donor interests, why they're passionate about the cause, and how they'd like to further their relationship with the organization.

Time respondents spend per donor outreach email



Those working in major gifts spend more time per email than those in frontline fundraising, annual funds, or operational support, highlighting the personal nature of major gift fundraising and the additional time required to individualize communications.



Breaking it down in dollars

If a fundraiser sends emails to 10 donors per day and spends 30 minutes on each email, that's 5 hours of their day spent on emails. Using the median salary for fundraisers in the U.S. of $64,160 in May 2023 or $30.85 per hour, the amount of time spent on emails equates to $154 per day or $771 per week.

That's not to say these email communications aren't valuable–donor stewardship through email is one of the best ways to digitally engage with donors on a 1:1 level.

However, writing 10 emails in this scenario takes up more than half of a fundraiser's day. Imagine what a fundraiser could accomplish if they cut down the time it takes to individualize communications by half or more.

To increase efficiencies with donor identification, communication writing, and CRM updates, nonprofit organizations are turning to AI.

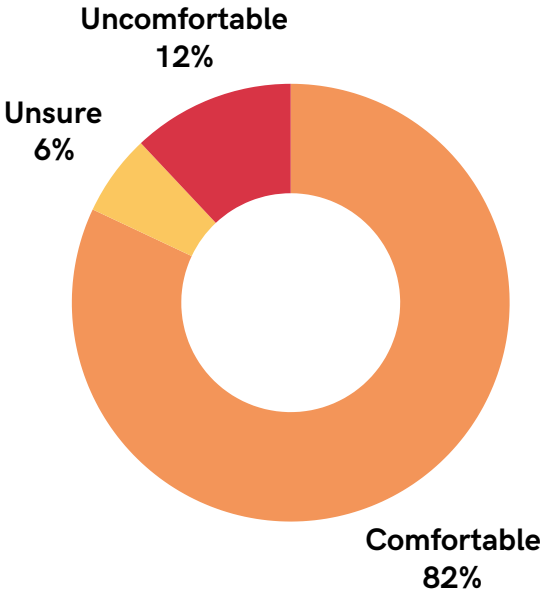
How you can support your team

Reach out to your team and ask them to track how long it takes to accomplish certain tasks (sending email, updating the CRM, etc.). By identifying which tasks take the longest, you can better understand bottlenecks and look into solutions to automate the most time-consuming projects.

Fundraiser's comfort level with AI grows, but AI misconceptions persist

With so many manual tasks consuming a fundraiser's time, it's no surprise that the majority of fundraisers are comfortable using AI to break out of the minutiae and focus on the big picture.

Respondents share comfort-level of using AI for donor outreach



Here are a few ways we're seeing fundraisers leverage AI:

- **Donor identification:** Predictive AI analyzes and reviews a donor's giving history, affinity to a cause, and previous communications to determine a donor's likelihood to give.
- **Donor plans:** AI tools can develop dynamic donor plans, telling fundraisers when it's best to reach out to donors and with what type of message.
- **Email writing:** Give Generative AI a prompt and it can draft emails, thank you notes, and other written communications. While fundraisers need to review the draft before sending, Generative AI does most of the legwork.
- **CRM updates:** Instead of copying and pasting from one platform to another, AI tools can help fundraisers update their CRM in real-time.

Find your fundraising flow

Momentum, an AI-powered Donor Engagement platform, offers solutions for all of the above AI use cases and more. Explore how you can streamline your team's workflow and enhance relationships with donors using Momentum.

The AI obstacle: personalization

While fundraisers are comfortable using AI for some donor outreach, the majority are concerned about developing truly authentic, personalized communications.

63%
of respondents are not comfortable or unsure of using AI to create personalized donor communications because it seems less personal.

In most cases, AI actually creates a *more* personalized experience for the donor. By analyzing large data sets, such as reviewing a donor's profile, giving history, and previous communications, AI can develop donor plans and draft emails that are hyper-personalized. However, any communication crafted by AI must be reviewed before sending, and, perhaps, this is where the misconception comes in.

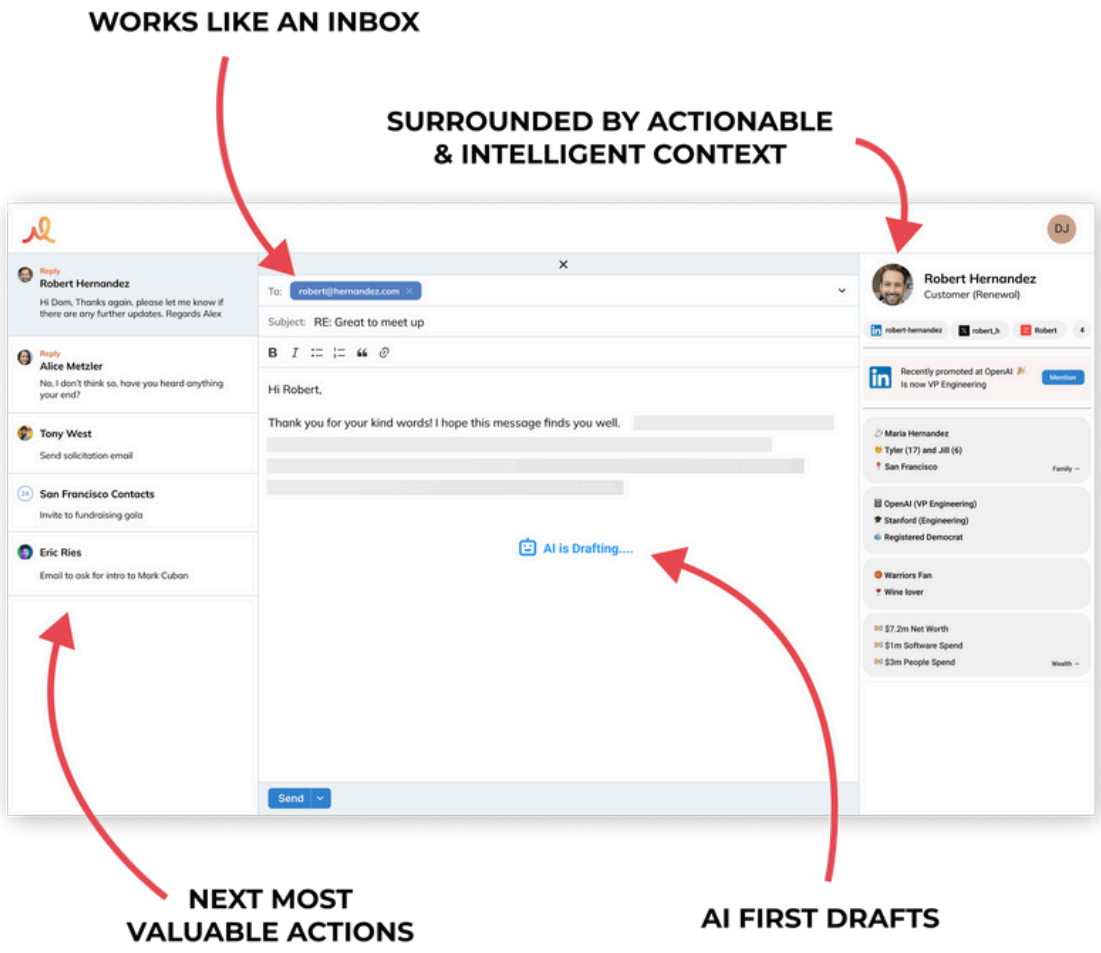
If a fundraiser uses AI without reviewing, the communication may not sound authentic because the fundraiser understands the nuances of the donor relationship much better than AI ever could.

Instead of thinking of AI as a replacement for a task such as writing emails, think of it as a tool to speed up the process. AI can provide a template or rough draft for fundraisers to reference instead of starting from a blank page.



AI personalization in action with Momentum

Momentum enables fundraisers to craft donor communications in their writing style and edit them before they are sent. Take a look at the image of the Momentum Inbox below. The AI-drafted message leverages data within the donor profile (on the right) to craft individualized communications.



The list of actions on the left informs fundraisers of who they should reach out to when helping fundraisers identify and prioritize donor outreach.

How you can support your team

Like any new tool, training and education help ensure a seamless integration into your team's workflow. If you decide to adopt an AI tool, look for solutions that offer support services to help your team learn the ins and outs of the platform.

How to improve fundraiser job satisfaction



Even with fundraisers' concerns over AI's ability to personalize donor communications, fundraisers are steadfast in their belief that AI would support their roles and increase job satisfaction.

Less manual work would also increase nonprofit professional job satisfaction. When manual tasks take up a large portion of a fundraiser's to-dos, it leads to higher stress levels and after-hours work to manage all the projects that fall on their plate.

76%

of respondents agree that job satisfaction would increase with fewer manual tasks

69%

of respondents agree that job satisfaction would increase if they could use AI tools to reduce manual tasks

Fundraisers recognize the incredible benefits AI provides in streamlining workflows, analyzing data, and generating content. Ultimately, AI saves them time so they can focus on driving impact.

AI solutions designed for fundraisers

Give your team the opportunity to leverage AI in their day-to-day with tools that streamline their workflows and make it easier to build relationships with donors. Momentum's AI-powered Donor Engagement platform enables fundraisers to spend less time on tedious, manual tasks, and more time engaging high-priority donors.

Momentum offers tools to help your team:

- Create custom donor plans for every donor in their portfolio, automatically updated anytime a new communication is sent
- Prioritize donor outreach by sending daily reminders identifying who to contact when
- Generate hyper-personalized donor communications using your fundraiser's writing style and that of your donors
- Sync information to your CRM in real-time so your team no longer needs to copy and paste information between platforms

Enhance your team's fundraising workflow today.

Book a demo with Momentum.

About Momentum

Momentum is an AI-powered Donor Engagement platform. The platform is designed to support nonprofit fundraisers by streamlining their workflows, reducing manual tasks, and strengthening relationships with donors. For more information about Momentum, visit www.givemomentum.com.

About the report

This report surveyed nonprofit professionals through Amazon Mechanical Turk, a crowdsourcing marketplace. The survey was conducted in July of 2024 and required all respondents to work within the social sector and have fundraising experience.