Automation vs. Artifical Intelligence: What's What?

StratusL**i**VE

Agenda

- Introduction to StratusLIVE

- Business Automation

  - Benefits, Applications, How to Get Started

- Artificial Intelligence

  - Benefits, Applications, Implications for Nonprofits

  - Metrics

- Closing Thoughts and Questions

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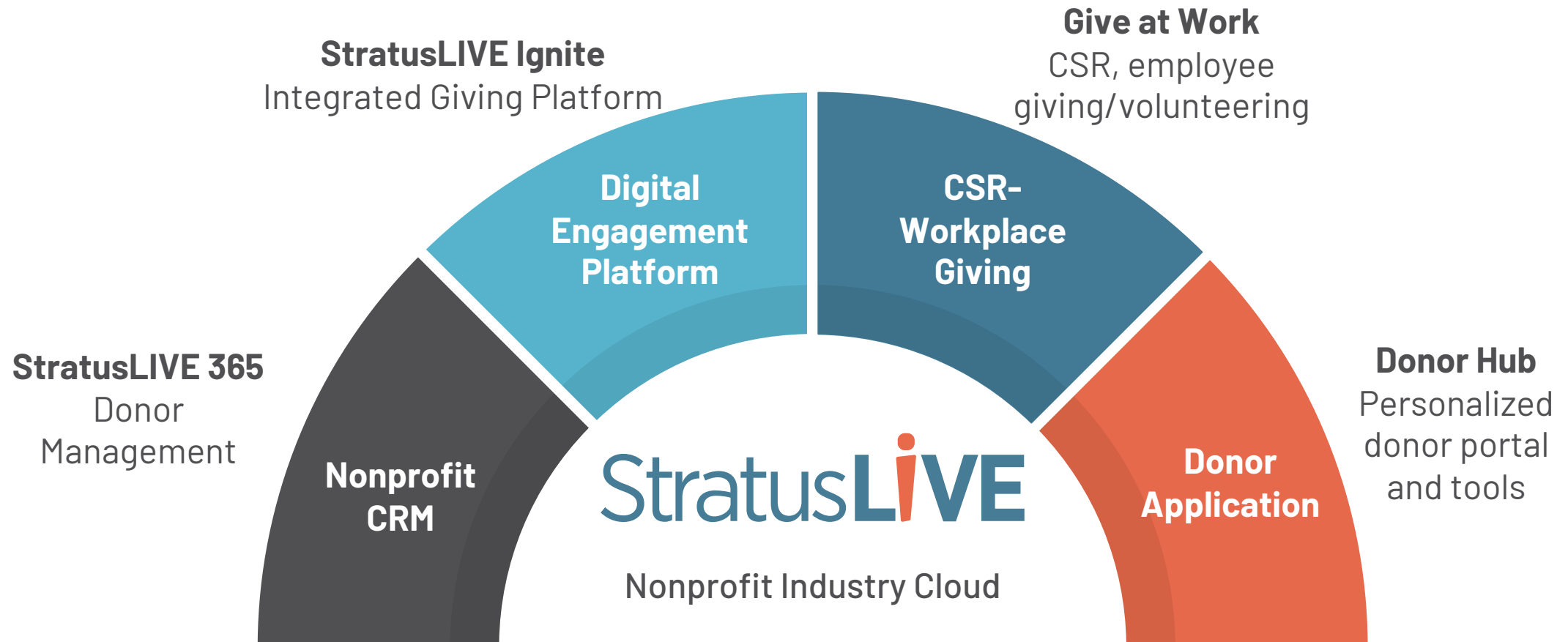
Speakers

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StratusLIVE

StratusLIVE empowers organizations to **drive change** and **increase impact**.

StratusL**IVE**

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital fundraising.

Give at Work
CSR, employee giving/volunteering

StratusLIVE Ignite
Integrated Giving Platform

StratusLIVE 365
Donor Management

Donor Hub
Personalized donor portal and tools

Digital Engagement Platform

CSR-Workplace Giving

Nonprofit CRM

Donor Application

StratusLIVE

Nonprofit Industry Cloud

Business Automation is the process of using technology to **eliminate or speed up manual, human tasks.**

Benefits of business automation

1 Increased efficiencies

2 Reduced opportunity for error

3 Streamlined operations

4 Build personalized donor experiences at scale

5 Drive fundraising growth through team members performing high value tasks

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Applications of business automation

Donor Management & Engagement

Marketing

Events

Volunteer management

Financial processing

Case management

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How to get started with business automation

- Start small

- Don't try to automate everything

- Interview staff to determine which tasks are most time–intensive and should be automated

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Artificial Intelligence is the ability of a computer or a robot to perform tasks usually done by humans while **learning from experience**, **adjusting to new inputs**, and imitating intelligent human behavior.

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New chat

Auto vs AI.

Clear conversations

Upgrade to Plus   NEW

Dark mode

Improve ChatGPT

Updates & FAQ

Log out

KE   What is the difference between automation and AI?

Automation and AI are related concepts, but they are not the same thing.

Automation refers to the use of technology to automate repetitive tasks, usually with the goal of increasing efficiency and productivity. It involves using machines or computer programs to perform tasks that were previously done by humans, such as manufacturing processes, data entry, or customer service.

AI, on the other hand, refers to the ability of machines to perform tasks that would typically require human intelligence, such as perception, reasoning, learning, and decision-making. AI involves the use of algorithms and models that allow machines to analyze data, recognize patterns, and make predictions or decisions.

In other words, automation is focused on streamlining existing processes and reducing human involvement, while AI is focused on developing machines that can perform tasks that were previously thought to require human intelligence. Automation can be thought of as a subset of AI, as many automated processes are powered by AI technologies, but not all AI applications involve automation.

Regenerate response

What does this

mean for nonprofits?

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Benefits of AI for nonprofits

1 Increased efficiencies

2 Decrease cost of fundraising

3 Increase fundraising revenue

4 Perform more high-value work

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AI applications for fundraising & donor management

Prospecting

Donor Segmentation

Donor Communications

Online Giving

Grant Writing

Reporting

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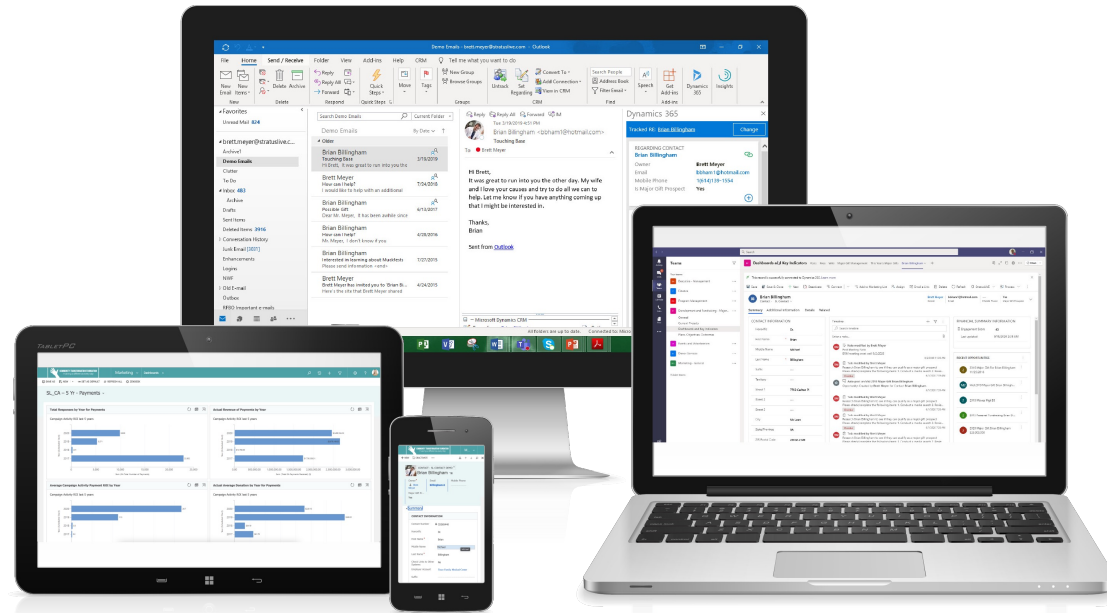# Three important fundraising with AI metrics to track

- Donor Lifetime Value

- Cost per Dollar Raised

- Donor Acquisition Cost

StratusLIVE

StratusLIVE is incorporating AI through "Intelligent Applications." Built on top of our Nonprofit Industry Cloud Solution, AI will empower our customers to:

1 Improve Donor Engagement

2 Content Creation

3 Personalized Experiences

4 Fundraising

5 Operational Efficiencies

6 Data-Driven Decisions

7 Enhanced Program Delivery

CLOSING THOUGHTS

- Automation and AI won't fix inaccurate or biased data

- Nonprofit leadership must set guidelines and protocols regarding data privacy

- Always consider how utilizing automation or AI benefits your **stakeholders**

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QUESTIONS?

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Thank you!

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