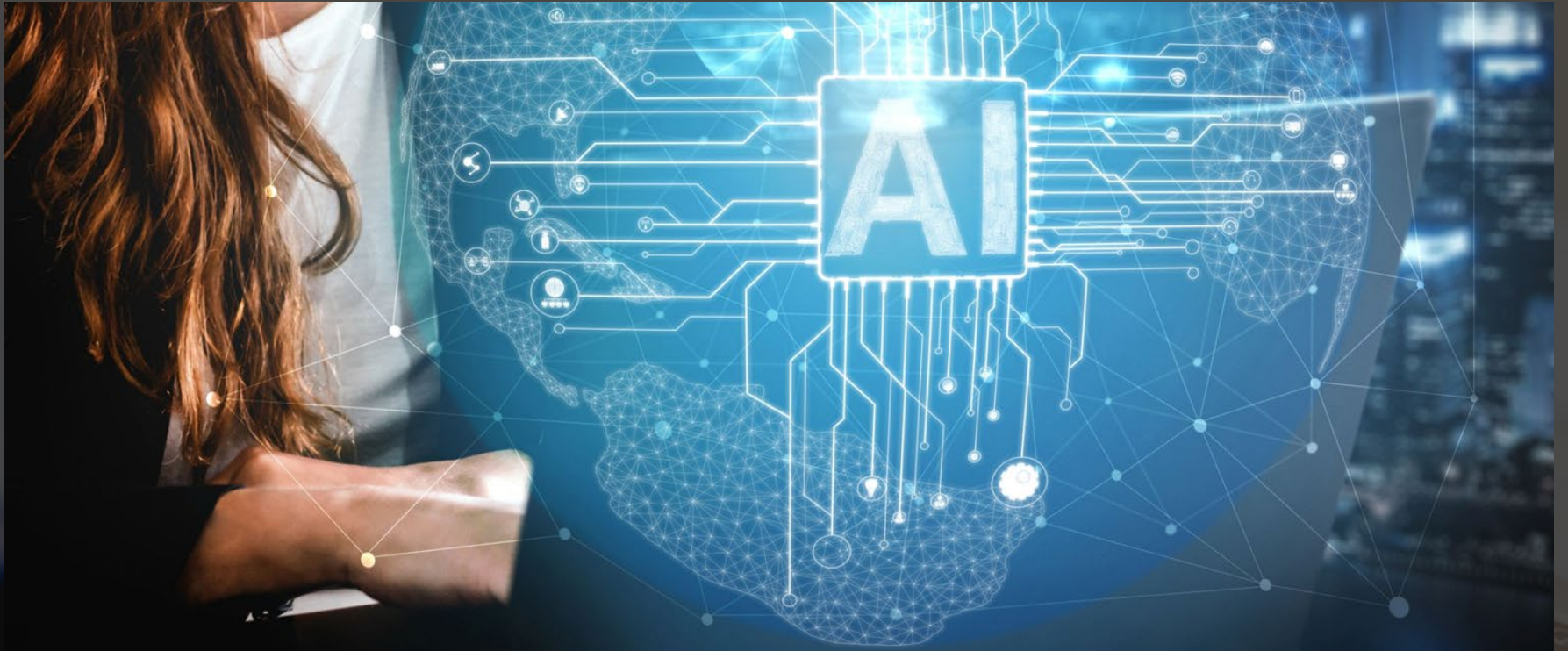


Harmony Between Humanity and Technology: *Libraries Using AI in Advancement*



Presenters



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What is Generative AI?

Generative artificial intelligence is a type of AI that can create new content and ideas, including conversations, stories, images, videos, and music. It can learn human language, programming languages, art, chemistry, biology, or any complex subject matter. It reuses what it knows to solve new problems.

Why Generative AI in University Fundraising?

- Generative AI is rapidly reshaping knowledge work
 - Advancement teams are managing growing demands with limited capacity
 - Increasing competition for philanthropic dollars
 - Need for efficiency and personalization in donor engagement
 - Libraries are uniquely positioned at the intersection of information, access, and storytelling



**This is not about choosing
between people and technology.
It's about bringing them into
alignment.**

Main Use Cases for Generative AI in Fundraising

Prospect Research and Donor Prediction

Content Generation with Personalization

Campaign Strategy and Analytics

The Opportunity for Academic Libraries

Elevate Storytelling

Strengthen Donor
Engagement

Support Innovation with
Limited Resource

Generative AI Has Application Across:

Development Officers & Directors of Development
Frontline Fundraisers
Donor Relations Professionals
Communications & Marketing Teams
External & Media Relations
Government Relations
Annual Giving Teams
Grants, Corporations & Foundations
Planned Giving / Estate Planning

Top AI Tools

The Big Three: ChatGPT, Gemini, Claude

general writing, brainstorming, drafting, planning and coding

Research: Consensus, Perplexity AI

finding vetted facts and donor background

Strategic Logic: NotebookLM

organizing internal plans and event themes

Productivity: Microsoft Copilot, Otter.ai

cleaning up spreadsheets and meeting notes

Polishing: Grammarly

editing and rewriting

What Does Harmony Look Like?

- AI handles efficiency and scale
- Humans lead with judgment, empathy, and strategy
- Together, they create stronger outcomes

Examples of Use

- Campaign Messaging and Storytelling
- Donor Communications and Stewardship
- Event Planning and Program Development
- Strategic Planning and Idea Generation
- Impact Reporting
- Content Creation and Marketing
- Editing and Polishing

The image features a blue-toned background with a central graphic of a hand holding a large 'AI' logo. The 'AI' logo is composed of circuit-like patterns. Surrounding the hand are various circular icons representing technology and science, such as a brain with gears, a microscope, a computer monitor, and a scale. The overall theme is artificial intelligence and its applications in education.

Gallery Walk Session

The image features a central hand holding a glowing 'AI' logo. The background is a deep blue with intricate circuit patterns and various icons representing technology, science, and industry. The text 'Panel Discussion' is prominently displayed in the center.

Panel Discussion

Recent Key Studies (2021-2025)

Funding & Grant Management:

- 2021: P. Korzyński – AI improves research funding capacities
- 2024: Viktor Pekar – ERP + AI for grant management best practices
- 2025: J. Risman – Scalable AI & hybrid recommendation algorithms for alumni platforms

Crowdfunding & Donations:

- 2022: Spyroglou et al. – Artificial emotions influence willingness to donate
- 2025: Rui Guo – Emotional effects on donation-based crowdfunding
- 2021: Chiung-Wen Hsu – Online donor segmentation strategies

Nonprofit & Education Applications:

- 2025: A. Kazanskaia – Machine learning in nonprofits
- 2025: Satwik Mamidi – AI analytics for donor behavior insights
- 2024: Melissa Bond – Systematic review calling for ethics & rigor
- 2022: Andy Nguyen – Ethical principles for AI in education



THANK YOU

