



# 5 Quick Wins with AI-Driven Insights

## 1. Choose One Strategic Goal to Focus On

Make a quick inventory of your current data sources (e.g., CRM, email marketing, donor behavior, program results, surveys, etc.).

## 2. Look for Patterns in Past Data

Use basic reporting tools or a CRM with AI capabilities to review donor or program trends over the last 6–12 months.

## 3. Start Using Predictive Segmentation

If you have access to AI or machine learning features in your CRM, explore tools like Humanitru Donor Insights or predictive modeling to identify likely major or recurring donors.

## 4. Look for Patterns in Past Data

Use basic reporting tools or a CRM with AI capabilities to review donor or program trends over the last 6–12 months.

## 5. Create a Personalized Engagement Plan

Choose one donor or supporter segment and create a custom stewardship email sequence (e.g., new donors, volunteers, monthly givers). Use AI to analyze what messaging resonates with each group—adjust tone, frequency, and content accordingly.