

#31

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, April 28, 2018 11:59:04 AM
Last Modified: Saturday, April 28, 2018 1:17:43 PM
Time Spent: 01:18:38
IP Address: 71.193.192.95

Page 2: Tell us who you are!

Q1 Contact Information

Name	Patrick Pearce
Title	Assistant Director of Development at AETN Foundation
Station	AETN
Email	ppearce@aetn.org
Phone Number	(501) 682-2386

Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

AETN Using ExactAsk Artificial Intelligence to Increase Response Rates and Gift Amounts

Q10 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

According to Patrick Pearce, Assistant Director of Development, its 2016 Additional Gift Campaign has traditionally resulted in a response rate of 5.4% with an average gift amount of \$49. These results have been consistent over the years. Pearce began wondering if, apart from reinventing the entire fundraising system, was there any way to improve these results?

2018 Development Awards - Application Form

Q11 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

AETN turned to Arjuna Solutions®, an artificial intelligence (A.I.) group specializing in financial technology solutions for nonprofit organizations. Its price decision-making engine ExactAsk™ helps nonprofit organizations achieve more efficient and successful fundraising by providing unique donor lifetime value insights, and providing individually personalized pricing decisions for donors at scale. For instance, instead of asking all donors to give \$50, their algorithm leverages A.I. cloud services to analyze numerous donor factors and then proposes individually personalized “ask amounts” for each potential donor.

In August of 2017, AETN used Arjuna Solutions individually personalized “ask amounts” for donors in its Additional Gift Mailing. The campaign results were very encouraging. The response rate increased 150% percent, from 5.4 percent to 8.1 percent, while the average gift amount increased by 20% (\$10) when compared to 2016 giving, with an average 2017 gift of \$59.

“We’re doing the same things that we’ve always done. It’s just an added feature—there were no other changes involved,” Pearce says of the August campaign. “In every case, the response rate has either been better than or equal to past results. In every case, the average gift goes up at least \$10-12,” says Pearce, “despite both data sets being largely populated by similar donors.”

Arjuna’s broader portfolio of highly visible nonprofit organizations has realized an average increase in annual fundraising of 19% in their first year of using ExactAsk, and an increase of over 70% during their second year of using the platform. ExactAsk has materially impacted the ability of nonprofit organizations to expand the fulfillment of their charters by efficiently securing incremental funding.

Arjuna increases revenues while decreasing marketing solicitation costs.

Arjuna Solutions, Chief Executive Officer, Adam Treiser was recently commissioned to deliver the Keynote Presentation on developments related to “Artificial Intelligence for Humanity” at the United Nations Human Horizons Conference, April 14, 2018, with more than eight thousand participants in attendance over UN Live-Streaming TV, while hundreds of Government Officials, UN Agency, and NGO Leaders participated in person.

Q12 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

AETN 2017 Additional Gift Campaign response rate increased 150% percent, from 5.4 percent to 8.1 percent, while the average gift amount increased by 20% (\$10) when compared to 2016 giving, with an average 2017 gift of \$59.

Q13 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Arjuna's ExactAsk Artificial Intelligence Platform does not require any changes to marketing processes or content utilization. As a result, marketing professionals can leverage all available marketing content and articulation of the PBS value proposition to the local community. ExactAsk simply provides a single, personalized "AskAmount" for each donor that is aligned to their ability and desire to make a gift. AETN simply inserts these "AskAmounts" into either direct mail or email campaign materials. The process is extremely simple, automated, and allows the marketing professional to use existing verbiage, images and video content in their marketing solicitations. However, ExactAsk lowers marketing costs by increasing response rates as well as providing insights about who and when donors will donate.

Q14 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 11: Tell us what you thought!

Q32 This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**