

AI IN NONPROFITS

Transforming Operations
Through **Administrative
Automation**

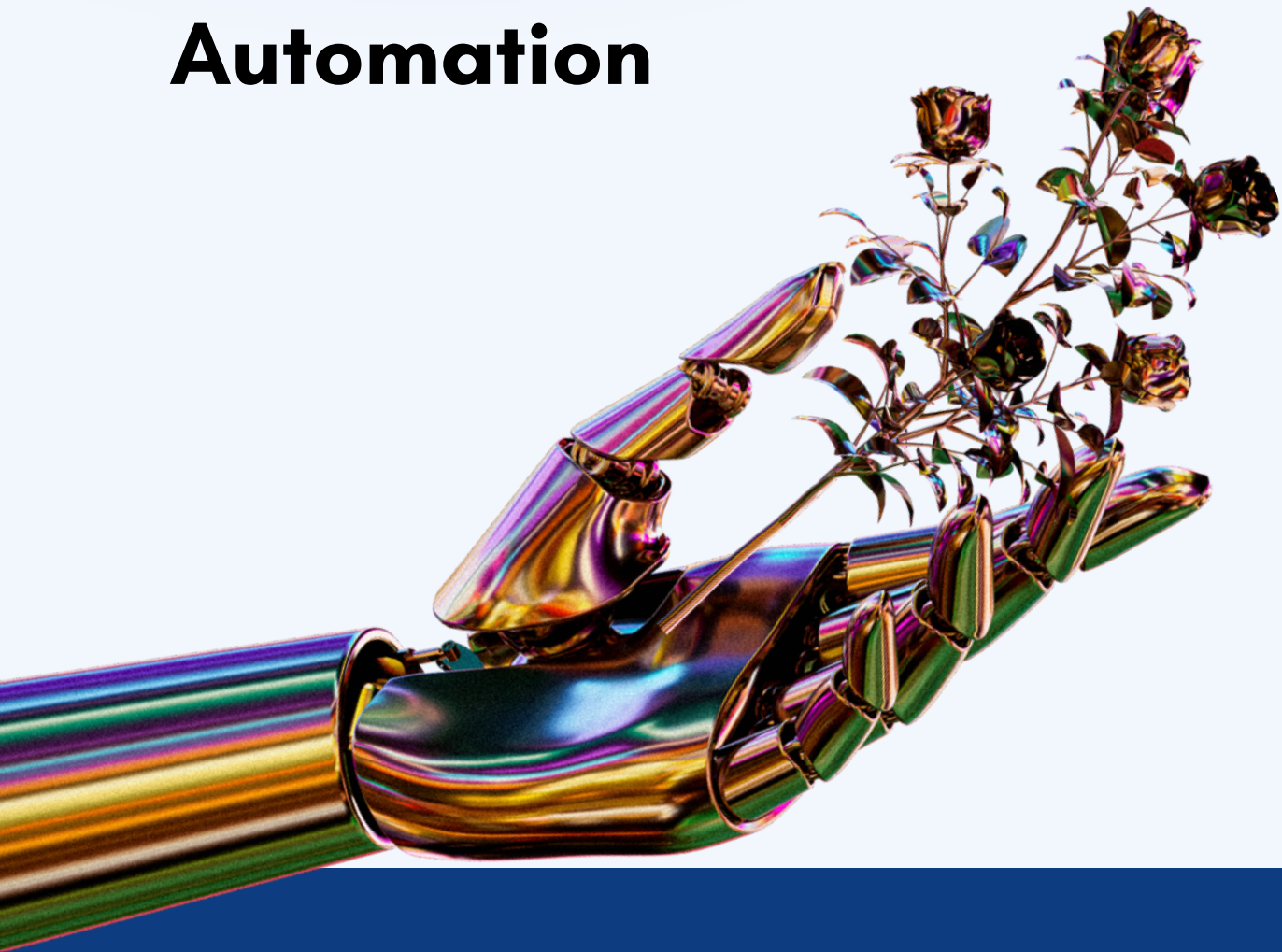


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Introduction

In a recent survey, 67% of respondents identified administrative task automation as the most impactful way AI contributes to nonprofit growth.

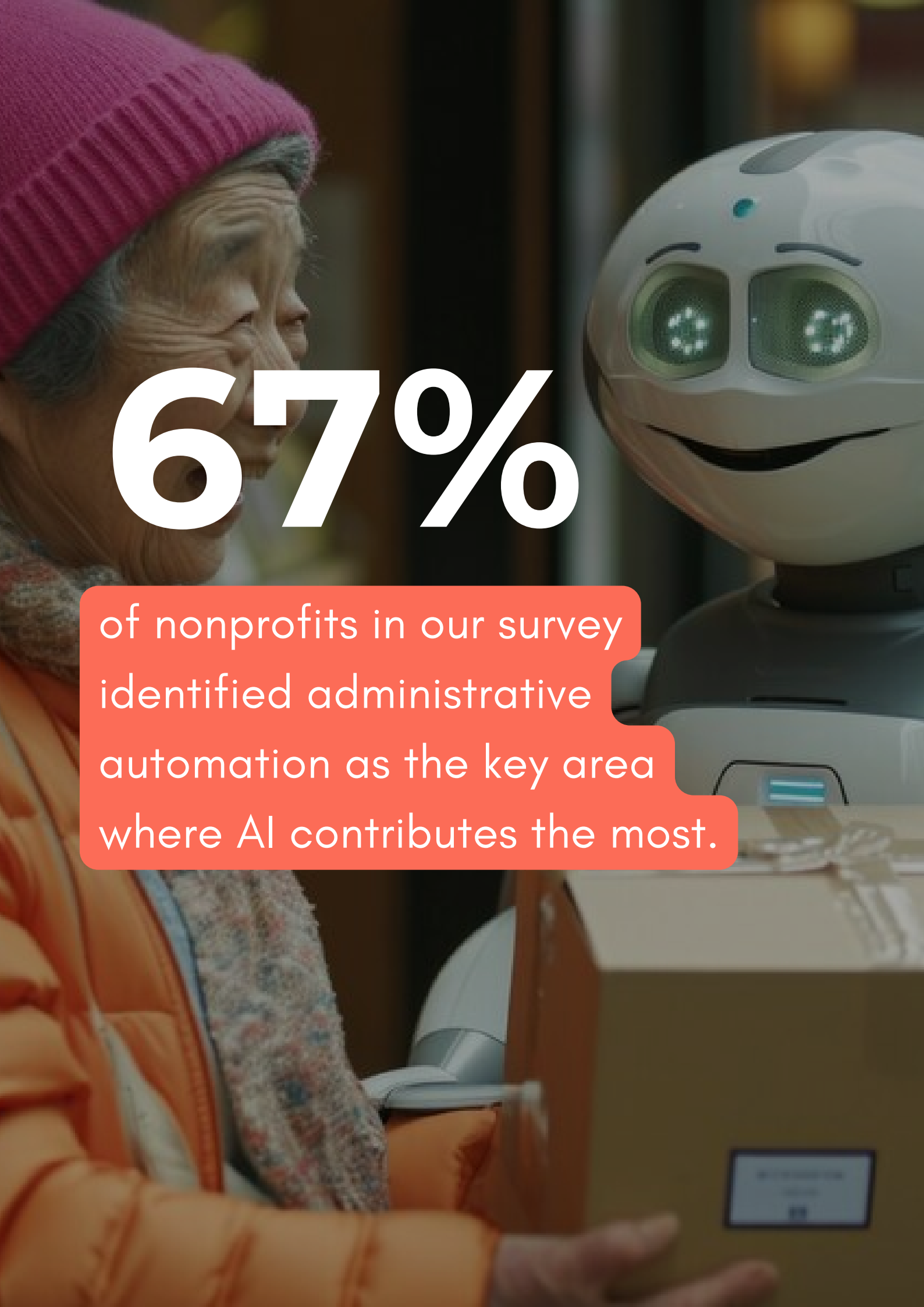
By automating these processes, nonprofits can operate more efficiently, reduce errors, and focus on delivering impactful programs. **This eBook dives into how AI-powered tools, like Salesforce, are revolutionizing nonprofit operations by automating administrative work, boosting efficiency, and maximizing impact.**



How is AI contributing most to nonprofit growth in your experience?

You can see how people vote. [Learn more](#)

Donor engagement	0%
Data analysis and reporting	33%
Admin task automation	67%
Supporting program delivery	0%

An elderly woman with grey hair, wearing a pink knit beanie and an orange jacket, is looking towards a friendly-looking robot. The robot has a white, rounded head with large, expressive green eyes and a simple black line for a smile. It is holding a brown cardboard box. The background is blurred, suggesting an indoor setting.

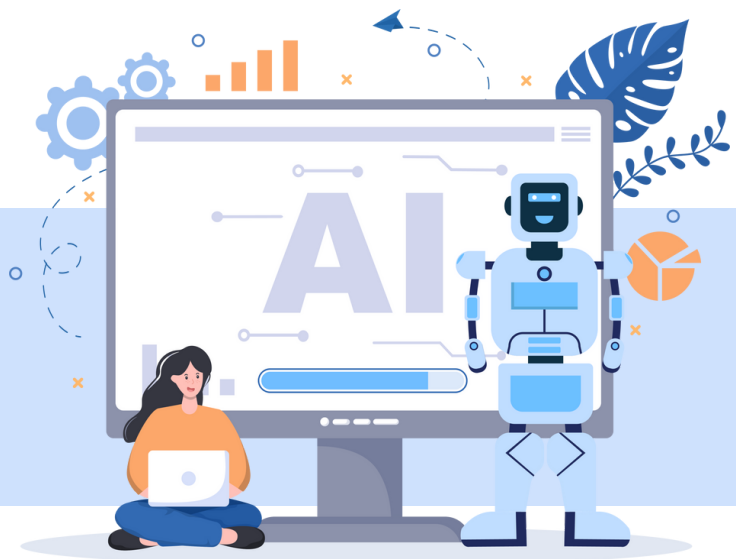
67%

of nonprofits in our survey identified administrative automation as the key area where AI contributes the most.

Understanding AI's Role in Nonprofits

Artificial Intelligence (AI) is revolutionizing industries, and the nonprofit sector is no exception. From managing donor records to automating routine tasks, AI enables organizations to operate with precision and agility. Administrative automation, in particular, allows nonprofits to save time and resources, ensuring efforts are directed toward impactful work.

- **67% of nonprofits in our survey identified administrative automation as the key area where AI contributes the most.**
- **Nonprofits save an average of 20 hours per week through automated processes.**
- **AI adoption in the nonprofit sector is projected to grow by 35% annually by 2027.**





50%

of nonprofit staff cite
administrative tasks as a
barrier to focusing on their
mission.

Challenges of Manual Administration

Administrative work is vital but often burdens nonprofit staff with tedious, time-consuming processes. Without automation, organizations risk inefficiencies, increased errors, and staff burnout. AI alleviates these challenges by streamlining workflows, allowing teams to allocate resources more effectively.

- **50% of nonprofit staff cite administrative tasks as a barrier to focusing on their mission.**
- **Manual data entry errors cost organizations an average of \$6,000 annually.**
- **Automating admin tasks can reduce operational costs by up to 25%.**



85%

of nonprofits see better donor communication through automated outreach.

The screenshot displays a donor profile page in a CRM system. At the top, the donor's contact information is shown: Email (agarcia@examp...) and Phone Number (+44 (020) 1221 3344). To the right of this information are four action buttons: 'Log Meeting', 'Add Commitment', 'Update Donor Info', and 'Update Household'. Below the contact info is a 'Timeline' section with a 'New' button and a search bar. The timeline lists four events: 'Financial Literacy Program Discussion' (15/06/2024, 9:13), 'Garcia EUR 2,500 Gift Tr...' (03/05/2024, 20:30), 'Follow-up Phone Call', and 'Housing Program Email'. To the right of the timeline is an 'Overview' tab with a 'Highlights' section. This section displays key metrics: 'Sum of Opportunities' (€100,000), 'Open Commitments' (€30,000.00), 'Net Worth (Estimated)' (€9,000,000), 'Email' (agarcia@example.com), 'Last Engagement' (Housing Program Email Update), and 'Last Engagement Time' (01/06/2024, 10:30). Below the highlights is a 'Donations' section showing 'Total Giving' (€50,000), 'Average Gift' (€10,250), 'Last Gift Date' (03/08/2023), and 'Last Gift Amount' (€2,500).

Event	Date	Time
Financial Literacy Program Discussion	15/06/2024	9:13
Garcia EUR 2,500 Gift Tr...	03/05/2024	20:30
Follow-up Phone Call		
Housing Program Email		

Metric	Value
Sum of Opportunities	€100,000
Open Commitments	€30,000.00
Net Worth (Estimated)	€9,000,000
Email	agarcia@example.com
Last Engagement	Housing Program Email Update
Last Engagement Time	01/06/2024, 10:30

Metric	Value
Total Giving	€50,000
Average Gift	€10,250
Last Gift Date	03/08/2023
Last Gift Amount	€2,500

How AI Supports Administrative Automation

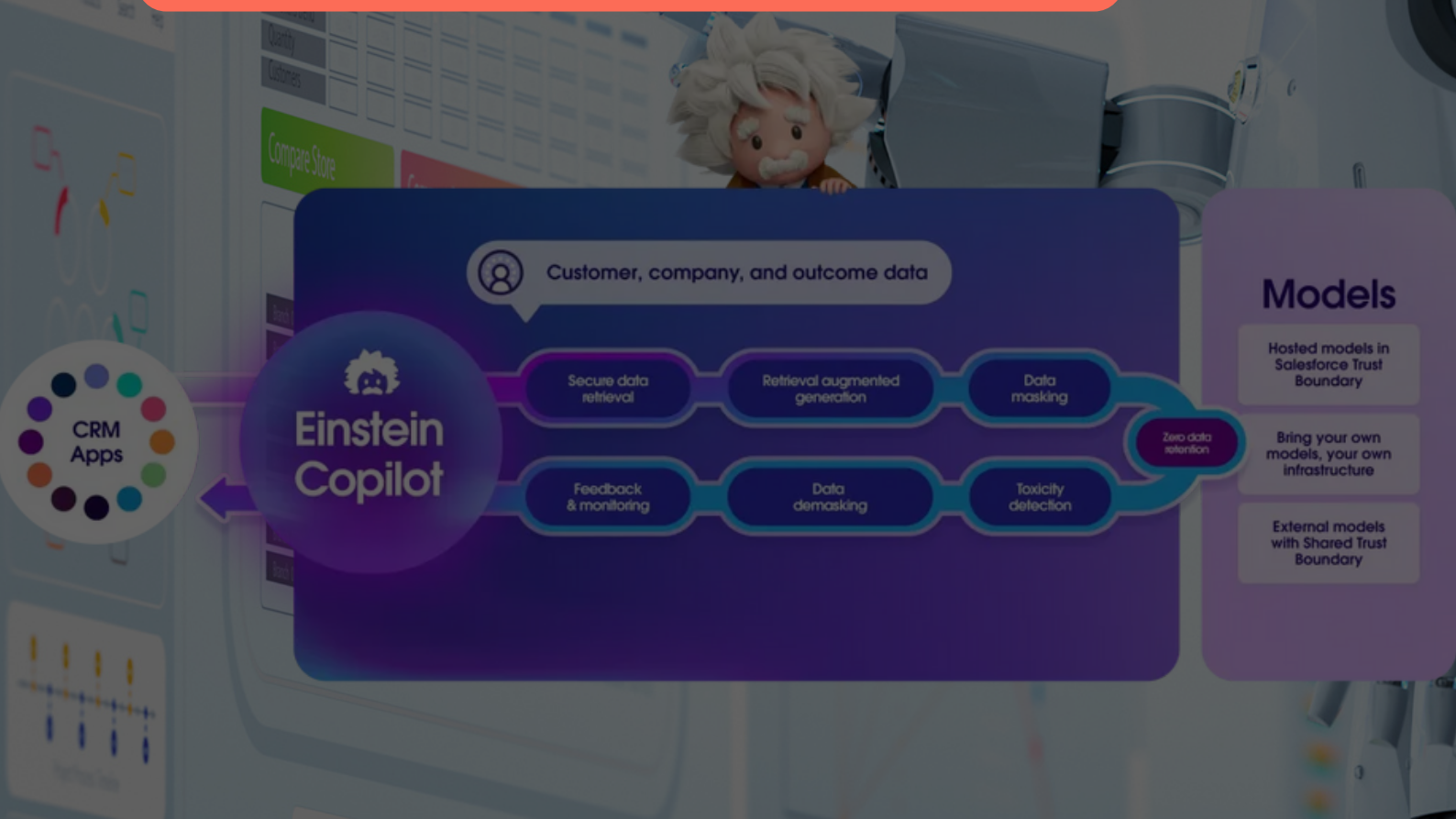
AI offers a range of tools to automate repetitive tasks like scheduling, email management, and data entry. Salesforce's AI-powered automation features, for example, streamline operations and free up time for strategic initiatives, ensuring every minute counts.

- **Nonprofits using AI for admin automation report a 30% improvement in task efficiency.**
- **AI-driven scheduling tools reduce coordination time by 50%.**
- **85% of nonprofits see better donor communication through automated outreach.**



30%

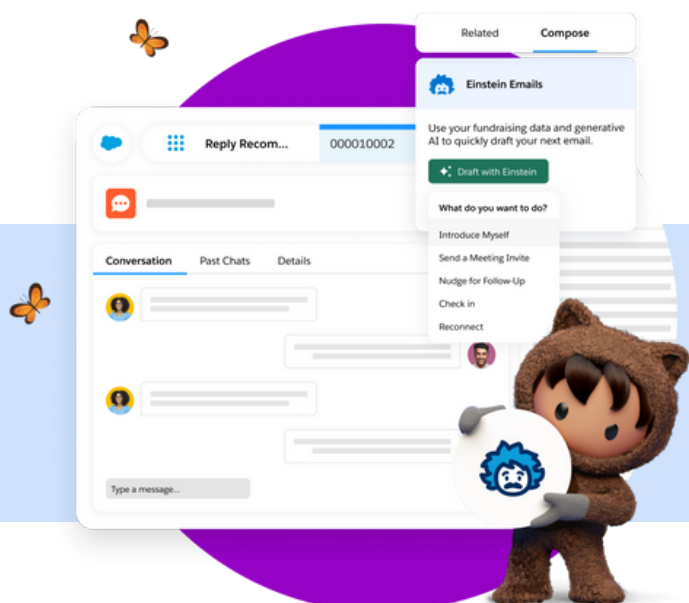
AI reduces staff workload by 30%, allowing for a 15% increase in program delivery.



Real-World Benefits of Automation

Nonprofits implementing AI for administrative tasks have seen remarkable results. From reducing operational costs to enhancing staff productivity, automation empowers organizations to achieve more with fewer resources, directly benefiting their programs and stakeholders.

- **AI reduces staff workload by 30%, allowing for a 15% increase in program delivery.**
- **Automating donor record management increases accuracy by 70%.**
- **Nonprofits using AI report a 25% reduction in volunteer coordination time.**



150%

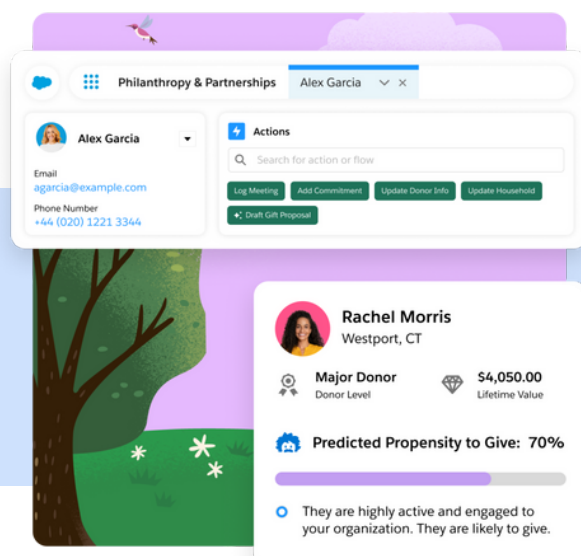
Implementing AI tools leads to an average ROI of 150% for nonprofits within the first year.

ROI RETURN ON INVESTMENT

Choosing the Right AI Tools for Your Nonprofit

Selecting the right AI tools for your nonprofit is critical. Platforms like Salesforce Nonprofit Cloud offer tailored solutions to address common challenges in admin automation, ensuring a smooth integration with existing workflows and a measurable ROI.

- **75% of nonprofits plan to increase investment in AI tools by 2025.**
- **Salesforce's Einstein AI boosts nonprofit efficiency by automating data-driven insights.**
- **Implementing AI tools leads to an average ROI of 150% for nonprofits within the first year.**



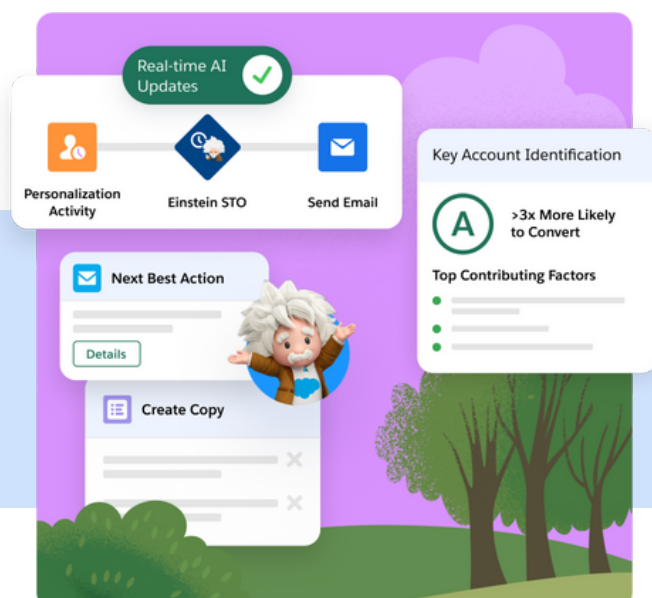
40%

Nonprofits using AI for operational scaling report a 40% increase in impact metrics.

The Future of AI in Nonprofits

The potential of AI in nonprofits extends far beyond administrative tasks. As technology evolves, nonprofits can leverage AI for predictive analytics, enhanced program delivery, and deeper donor insights, revolutionizing the sector's ability to create meaningful change.

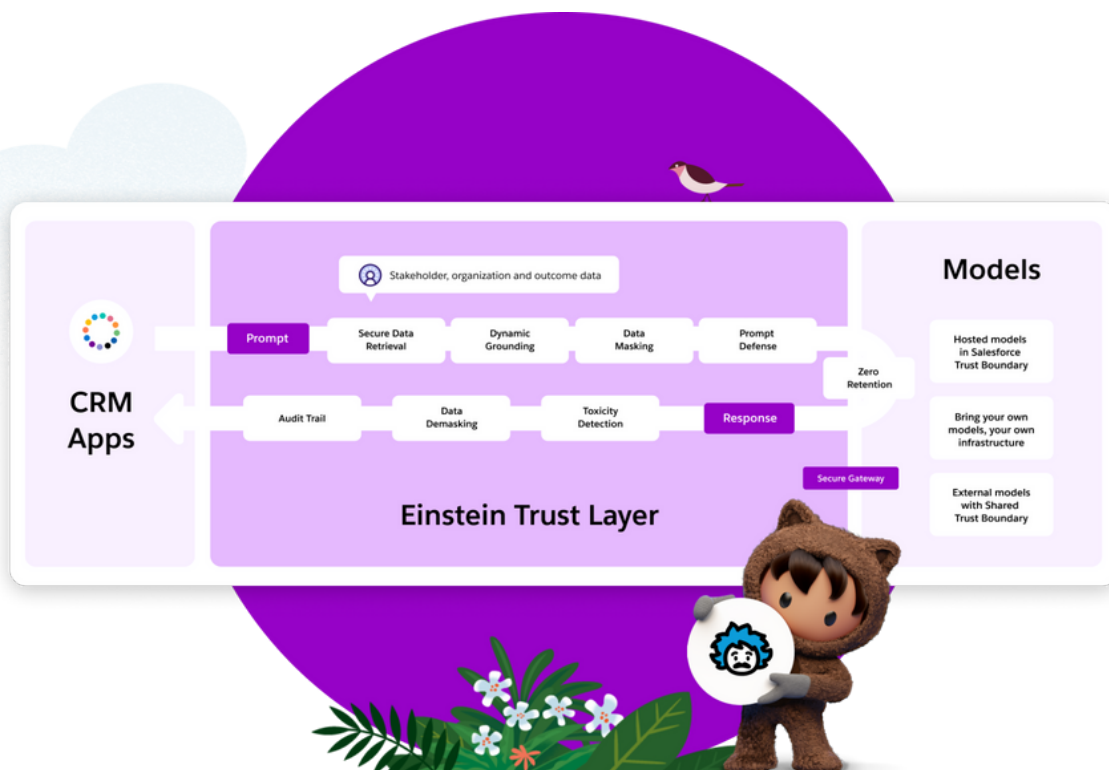
- **By 2030, AI is expected to generate \$15.7 trillion in global economic impact, with nonprofits playing a key role.**
- **Nonprofits using AI for operational scaling report a 40% increase in impact metrics.**
- **AI adoption correlates with a 20% increase in overall mission effectiveness.**



Conclusion

Embrace AI for a Smarter, Stronger Nonprofit

AI is not just a trend; it's a powerful ally for nonprofits aiming to scale their impact. By embracing administrative automation, your organization can unlock new levels of efficiency and focus on what truly matters—your mission.



Data Sources

1. Nonprofit Tech for Good
2. Charity Digital
3. TechSoup
4. McKinsey
5. Salesforce.org
6. HubSpot
7. Nonprofit Times
8. Nonprofit Technology Report
9. Charity Navigator
10. GuideStar
11. Tech Impact
12. PwC

Contact Information



OFFICE :

200 Burnett Avenue,
Maplewood, NJ, 07040

EMAIL :

info@dgt27.com

WEBSITE:

www.dgt27.com

PHONE:

+1 908-328-7586
