

DONOR INSIGHTS

Strengthen your fundraising and operations with an automated, proactive overview of your most strategic supporter engagement opportunities.



Humanitru



Introducing Stewardship AI

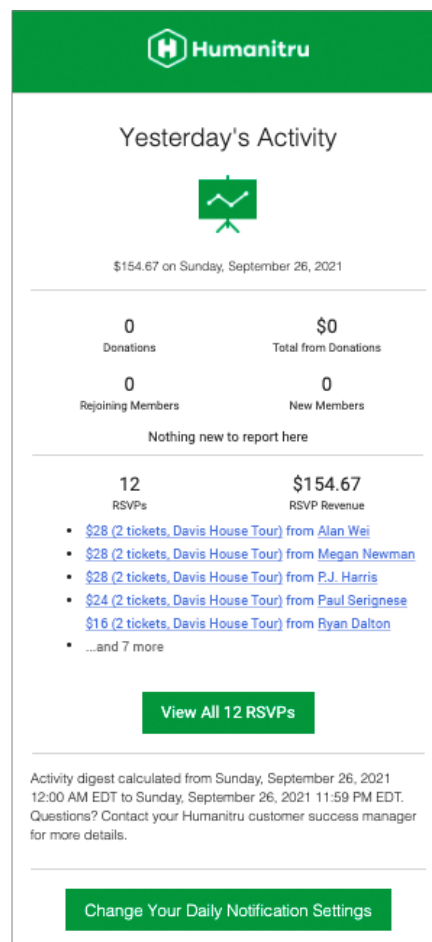
At Humanitru, we recognize that it's not enough to provide nonprofits with unified access to their data, they also need advanced analytics to focus on the right data that will lead to the greatest impact.

That's why we created Donor Insights — the must-have tool that automatically delivers the most urgent donor data so your team can take a proactive approach to stewardship and fundraising. By consolidating data from your Humanitru database with email tools like Mailchimp and Constant Contact, event management platforms, and more, Humanitru's Donor Insights creates a holistic view of your supporter engagement to identify the best and most strategic outreach opportunities.

Like Having a 24/7 Fundraising Consultant

Donor Insights is designed to not only combine essential data sources, but to deliver the most urgent data at the right time.

Humanitru's Donor Insights dashboard highlights key recommendations for action and can deliver them directly to the fundraising team's inbox, meaning you won't have to worry about missing a valuable opportunity — or having to hunt for them! Whether it's daily, weekly, or monthly, each of our automated insight summaries is structured and AI-reinforced to ensure the information you receive is what can deliver you the best results.



Donor Insights Provides Actionable Opportunities in Three Strategic Formats:



Daily Digests

- Delivered to your inbox at the end of every day.
- Provides an at-a-glance look at daily activity.
- Eliminates the need to pull daily reports.
- Highlights new donors and repeat donors.
- Allows you to quickly assess daily progress and performance.

Weekly Nudges

- Delivered to your inbox every week.
- Spotlights the top ten donors identified as strategic outreach opportunities.
- Flags donors who increase or decrease their most recent gift amount compared to their previous gift amount.
- Highlights donors who surpass the average donor lifetime value and those whose gift surpasses the average gift amount of the organization.
- Identifies donors whose cumulative giving enters the 25th percentile, 50th percentile, 75th percentile, and above.
- Alerts you to engaged supporters from the week who registered to volunteer, who attended an event, who click a link in an email, etc., but who have never made a donation.
- Includes AI-calculated engagement scores for quick reference.
- Notifies you of other specific engagement triggers that signal opportunity.
- Monitors multiple activity streams for you to help save time and effort.

Monthly Recaps

- Delivered to your inbox every month.
- Provides a summary of key metrics and insights, like total donation revenue, new first-time donors, number of lapsed donors, lapsed revenue, new first-time members, and more.
- Helps to uncover hidden stewardship opportunities.
- Eliminates the hassle of building and pulling monthly reports.