The Societal Implications of Responsible + Beneficial AI

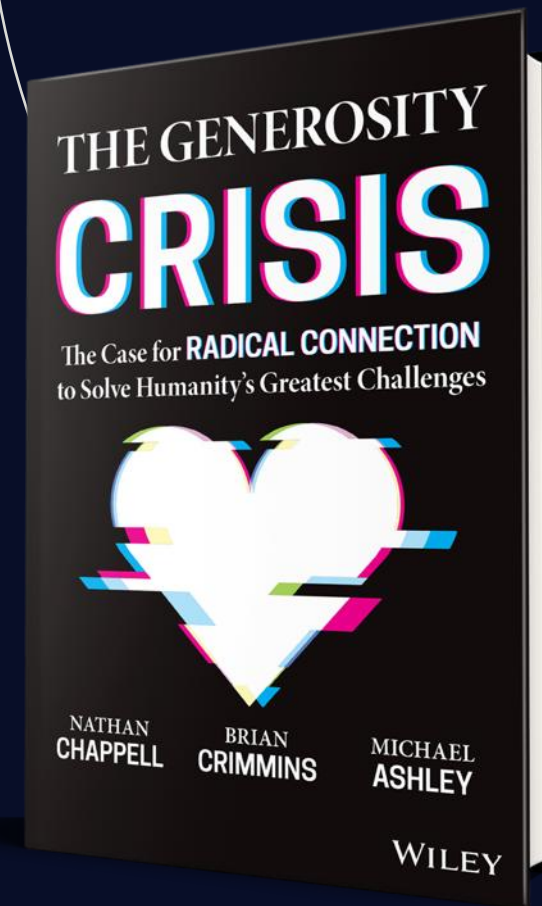Nathan Chappell, MBA, MNA, CFRE

SVP, DonorSearch AI
Founder, Fundraising.AI

"Modern AI is a horizontal enabling layer. It can be used to improve everything. It will be in everything. It's most like electricity."
- Jeff Bezos, (Jan 2025)

The need for transformation in philanthropy has **never been greater**.

THE GENEROSITY

CRISIS

The Case for **RADICAL CONNECTION**
to Solve Humanity's Greatest Challenges

NATHAN
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CRIMMINS   MICHAEL
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What's at stake is even greater.

While AI for nonprofits is a given. Effective implementation is not.

Irresponsible AI practices will further exacerbate and accelerate declines in charitable giving.

This isn't about choosing between **optimism** and **pessimism**. It's about **realistic preparation** for a transition that's **already underway**.

Organizations that **thrive** won't be those who implement fastest, but those who **implement wisely**.

What makes the nonprofit sector truly special?

What happened to **Meta** when **Twitter** created an ageist, ableist, Islamophobic algorithm?

What if a national nonprofit does the same?

The AI arms race is focused on **faster** and **better** – **not safer**. Market drivers will **always** incentivize **scale** above **safety**.

The **next 3-5 years** in fundraising will reflect our sector's ability to leverage AI in a **Responsible** and **Beneficial** way.

Technology **reflects** the **values** we choose to embed in it.

How much **faith** do you have in the **human race**?

Many of our deepest philosophical questions have quickly become reality.

How do we choose to spend our **dividend of time**?

What's the difference between asking someone for money and manipulating someone to give?

If you debate with an AI, they are 87% more likely to persuade you to their assigned viewpoint than if you debate with an average human.

Ethan Mollick, author "Co-Intelligence"
Professor, Warton School

"This is going to be the most productive decade in the history of our species, but we need to learn how and when to say no - collectively."

Mustafa Suleyman, founder of Google's DeepMind.

We must proactively hold ourselves accountable to asking:

Just because we can, does it mean we should?

Responsible AI
is Everyone's Responsibility.

Beyond short-term gains, the nonprofit sector MUST wrestle with long-term questions, implications and unintended consequences.

Ethical AI is a **minimum expectation**.

Lack of financials incentives positions the nonprofit sector to **lead the world** in **RESPONSIBLE** AND **BENEFICIAL** AI.

Apathy is the enemy of action.

1. **Start small:** Don't let perfection get in your way
2. **Be inclusive:** Utilize strengths from a multi-disciplinary team
3. **Engage stakeholders:** Keep end-users in the loop
4. **Align with values:** Ensure cohesion with organizational vision
5. **Be iterative:** Ensure regular reviews and updates
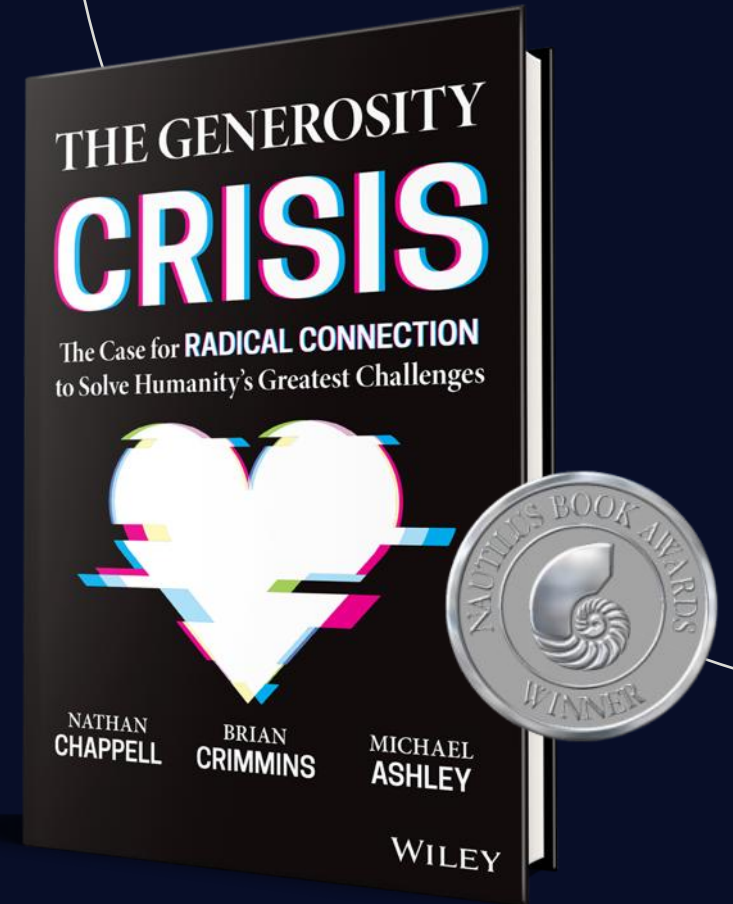
A Culture of **Responsibility.**

- Build AI governance/use policies that prioritizes humanity over utility.

- Create goals that measure short-term gains but also evaluate long-term implications. (Responsible + Beneficial)

- Move from shadow & passive AI to active AI strategies.

- Disclose use of AI to stakeholders as appropriate.

At its core, we MUST vow to **prioritize humanity** over **utility**. We must use technology in ways that **lift up** the most vulnerable, not further entrench their struggles and **guide** our use with principles of **fairness**, **transparency**, and **respect** for the **dignity** of all people.
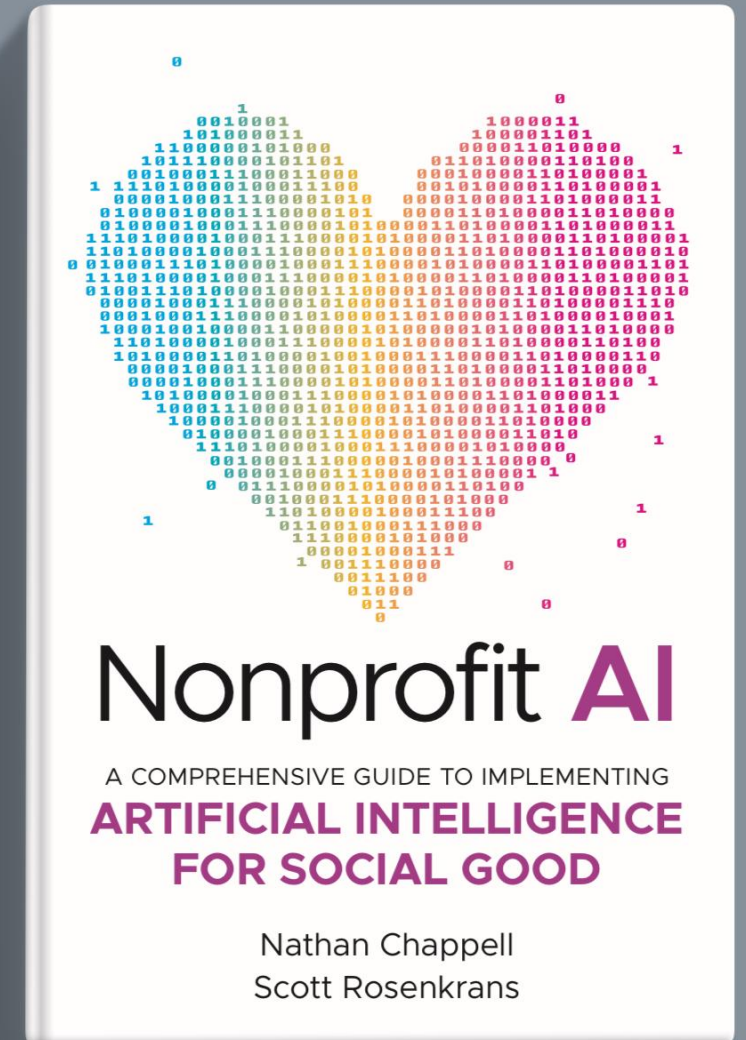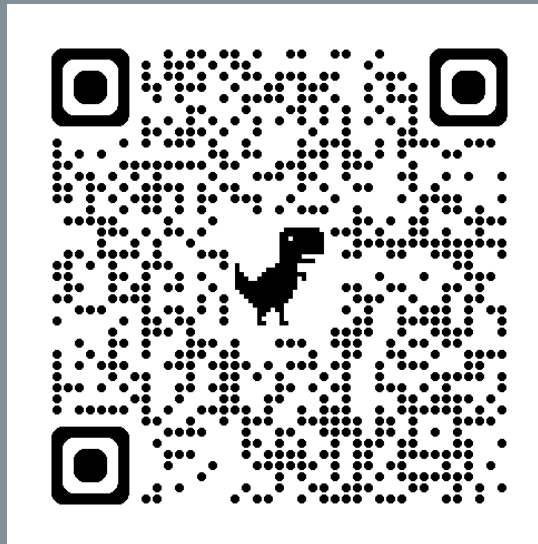
"Used responsibly, *AI is the only scalable solution* to help reverse systemic declines in charitable participation."

THE GENEROSITY
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The Case for RADICAL CONNECTION
to Solve Humanity's Greatest Challenges

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"AI, with all its complexity and potential, is not just a tool—it's a mirror. It reflects our values, amplifies our intentions, and shapes the world we want to build. But with this power comes great responsibility. We stand at a crossroads, where the paths we choose will determine whether AI becomes a force for connection or division, equity or inequality, compassion or indifference."
- Nonprofit Ai

Nonprofit AI

A COMPREHENSIVE GUIDE TO IMPLEMENTING
ARTIFICIAL INTELLIGENCE
FOR SOCIAL GOOD

Nathan Chappell
Scott Rosenkrans

LET'S CONNECT!

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Check out the
Fundraising AI
podcast