The application of AI in creating engaging supporter journeys

manifesto

Meet the panel

Cath Biddle

Director of Digital and Data
Breast Cancer Now
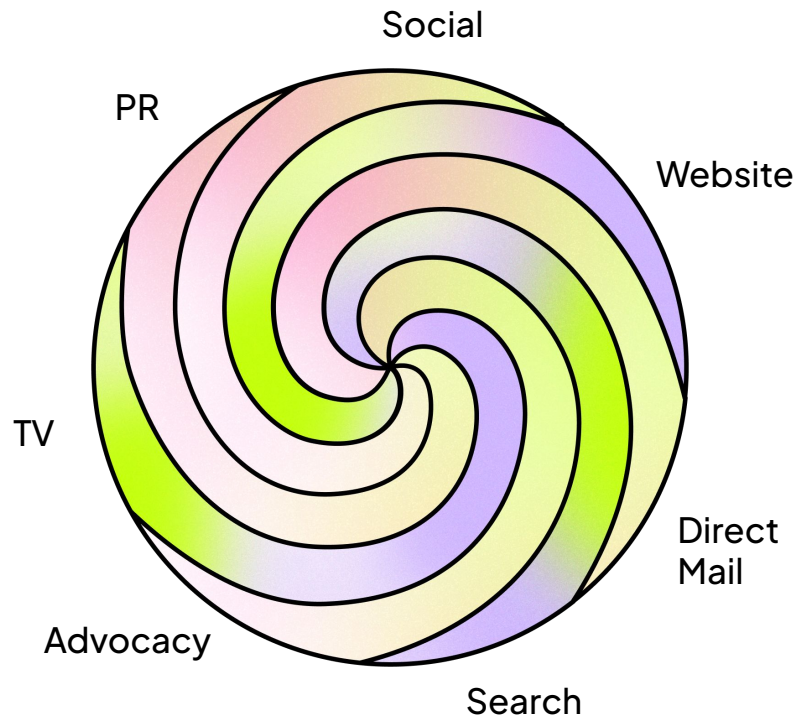
Dom Cechova

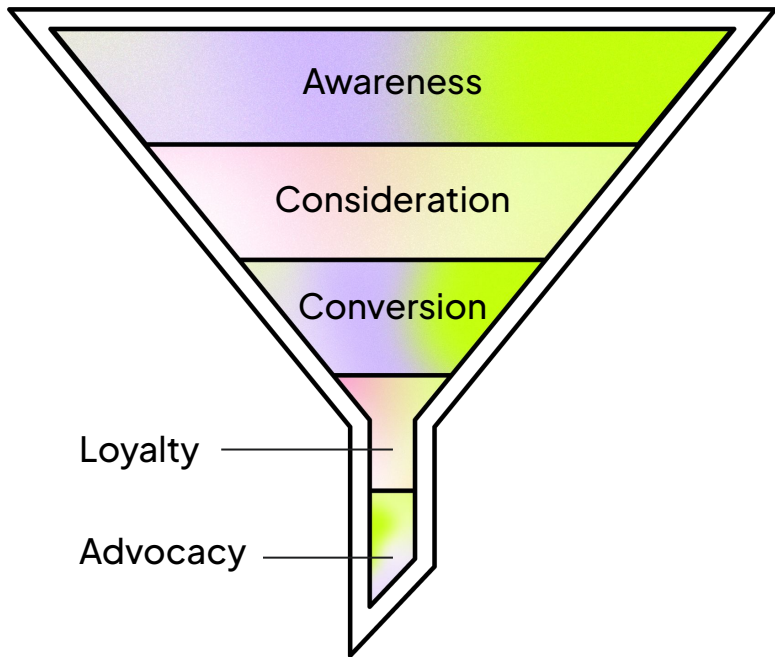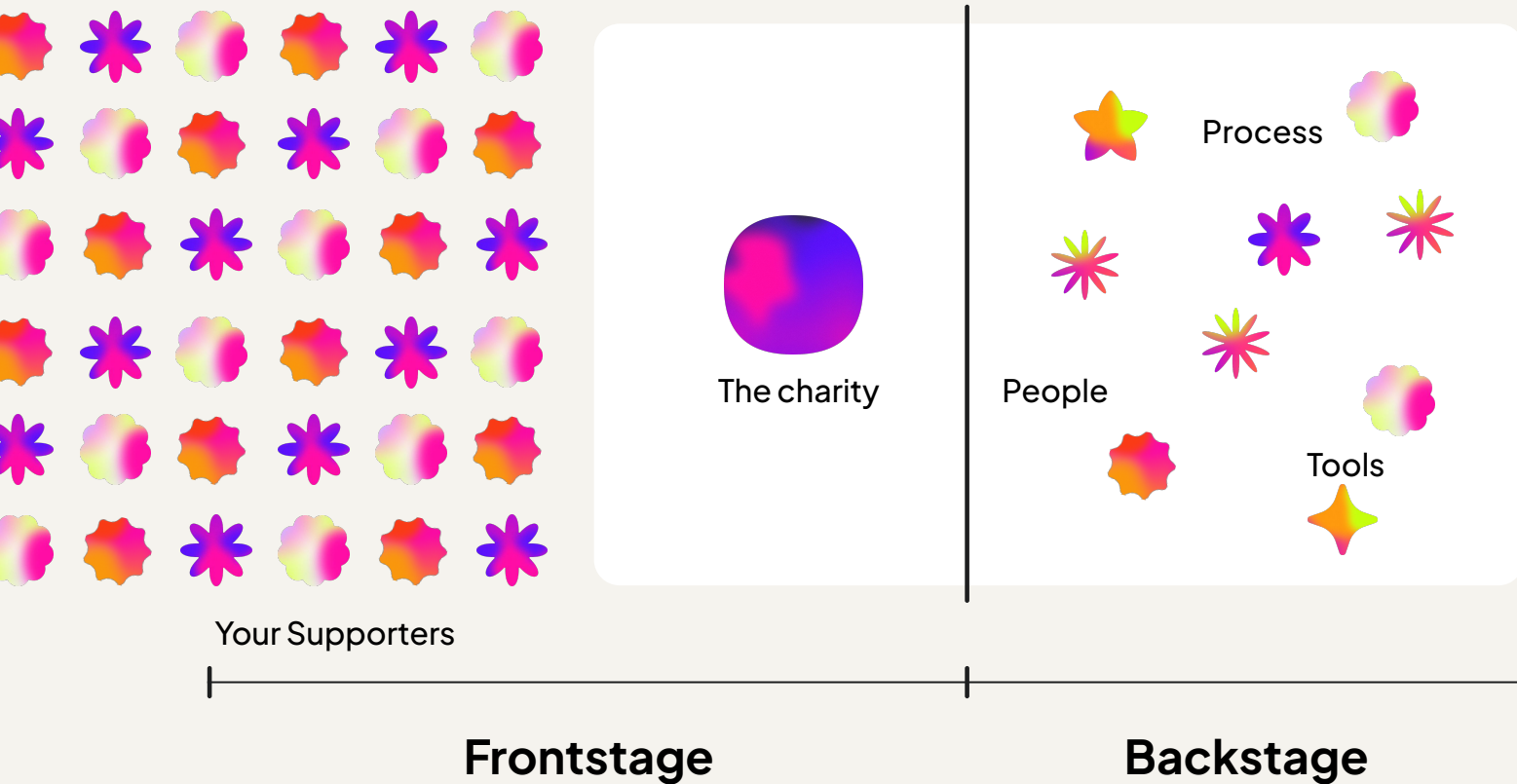Digital Marketing
Strategist
manifesto

Lou Barton

Strategy Principal
Consultant – Engagement
manifesto

Marketing funnel has changed
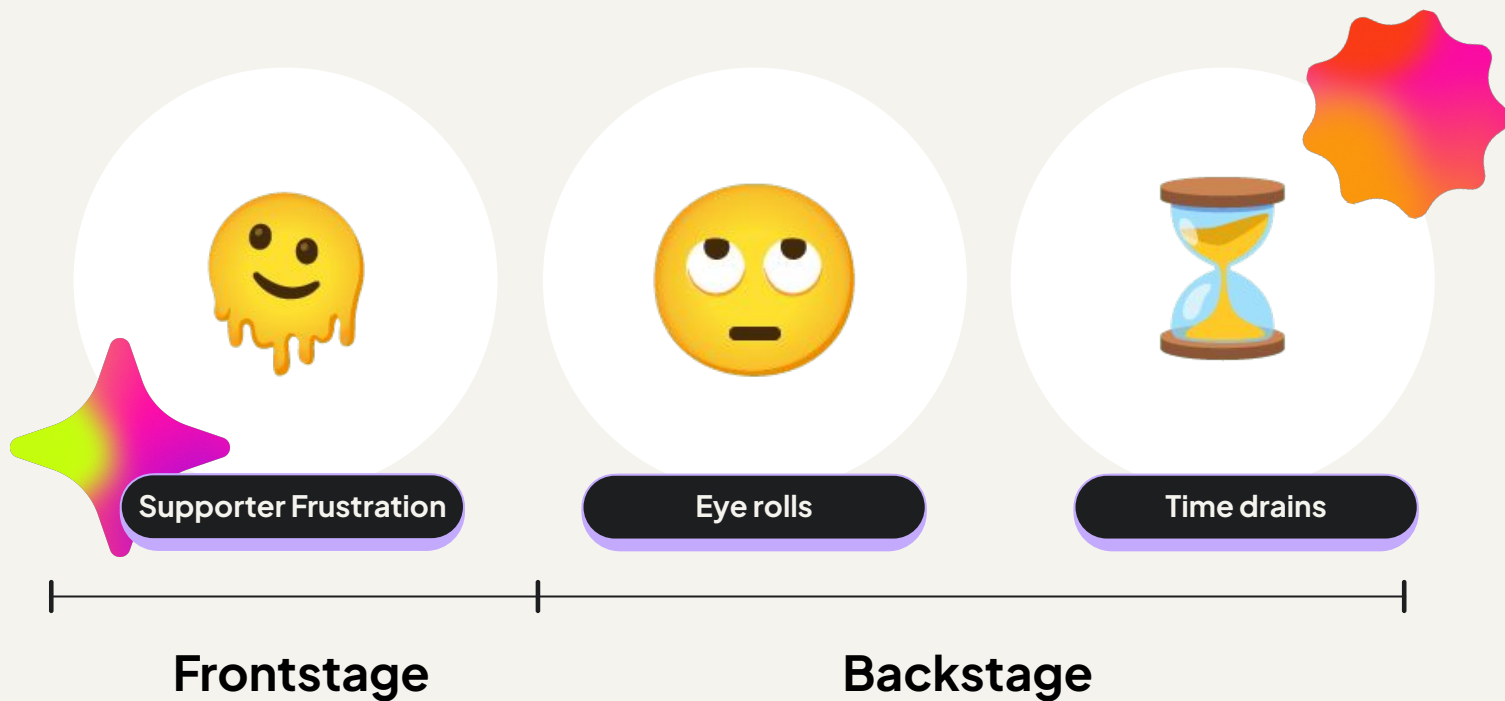

Awareness

Consideration

Conversion

Loyalty

Advocacy

Social

PR

Website

TV

Direct Mail

Advocacy

Search

The structure for thinking about supporter experiences

The charity

Process

People

Tools

Your Supporters

Frontstage

Backstage

Focus attention to solve real problems to drive value

Supporter Frustration

Eye rolls

Time drains

Frontstage

Backstage

Backstage:

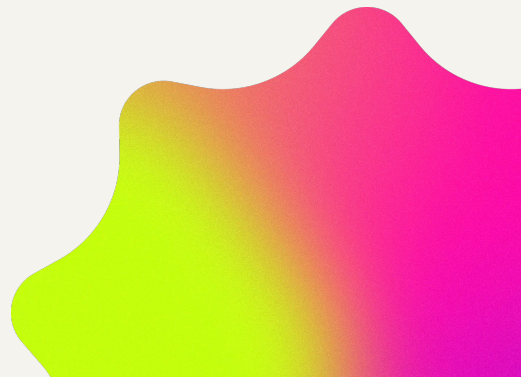How can AI improve the internal processes, to deliver experiences on scale

Frontstage:

How to use AI to improve what your audience sees and interacts with

"

we should never substitute a computer system for a human function that involves interpersonal respect, understanding and love
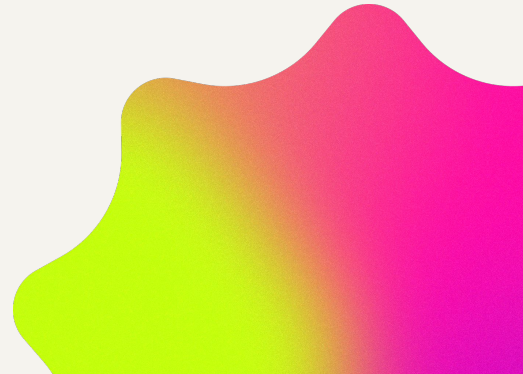
Joseph Weizenbaum

Risks to consider when looking at AI to improve Supporter Experiences

"

AI is fundamentally changing how we work. We will embrace it thoughtfully, with our integrity and human-centered values as our constant guide. We all have a responsibility to use this technology with curiosity and care, questioning, learning and using critical thinking as we adopt these tools.

Manifesto, Ethical AI Framework

Get first dibs on our industry-leading report

Reimagining Supporter Engagement:
A blueprint for charities

Scan the QR code to sign up