

Copilot Innovations

Urban Arts AI Workshop

Advancing the journey of AI



AI in your industry

Adoption Is Wide — But Depth Remains Shallow

92%

of nonprofits now use AI in some capacity (2026)

65%

are interested but haven't adopted formally

Only 7%

report major improvements to their mission

81%

use AI individually & on an ad-hoc basis

The Adoption Paradox

Nonprofits have moved quickly from 'should we try AI?' to active experimentation — but most remain stuck in early-stage, individual use.

Teams are drafting emails faster and brainstorming quicker, yet this rarely translates into mission-level change. Researchers call this the "efficiency plateau."

Size Doesn't Always Win

Larger nonprofits (budget >\$10M) adopt AI at 52%, vs. 18% for organizations under \$1M.

Yet smaller organizations report moderate impact at slightly higher rates — because they face less coordination complexity and can move faster when they do adopt.

AI Applications Across the Sector

Operations & Administration

78% use AI for donor management automation

- Content drafting – emails, newsletters, grant applications
- Financial forecasting and budget automation
- HR and volunteer scheduling
- Data analysis and impact reporting

Fundraising & Donor Relations

73% of initial donor inquiries handled by AI chatbots

- Donor segmentation and personalized outreach
- AI-optimized campaigns averaging 34.7% open rates
- Prospect identification for major gifts
- Chatbots that extend donor service hours 24/7

Programs & Mission Delivery

36% now use AI for program optimization & impact

- AI-powered translation removing language barriers
- Personalized learning and coaching tools
- Community resource matching algorithms
- Data analysis to improve program targeting

Where AI Is Delivering Measurable Results

23%

Avg. Cost Reduction

41%

Efficiency Gain

28%

Donor Retention

45%

Time Saved

156%

Campaign ROI

Donor Communications

AI-optimized email campaigns average a **34.7%** open rate vs. 21.3% for standard emails. Personalized AI communications drive **41%** higher open rates and 35% better click-throughs.

Volunteer Coordination

AI scheduling tools reduce administrative time by **51%**, cut volunteer no-shows by 45%, and improve retention by 43% through intelligent matching systems.

Prospect Research

AI-driven identification delivers **33%** higher major gift conversion rates and 28% improvements in donor lifetime value — freeing staff for high-touch relationship building.

Content & Grant Writing

AI content tools reduce creation time from 5–10 hours per piece down to **1–2 hours** — shifting staff focus from production to strategic relationship work.

REFLECTION

74%

of AI's economic value is being captured by just 20% of companies.

*Organizations seeing the highest value from AI
are doing something different...*

Time Saved \neq Mission Impact

Getting faster is not the same as doing more good. The distinction matters enormously.

Efficiency gains are real — but they are not an end goal. Saving 2 hours on grant reports has value. But if those hours flow back into unproductive meetings, nothing changed for students or donors.

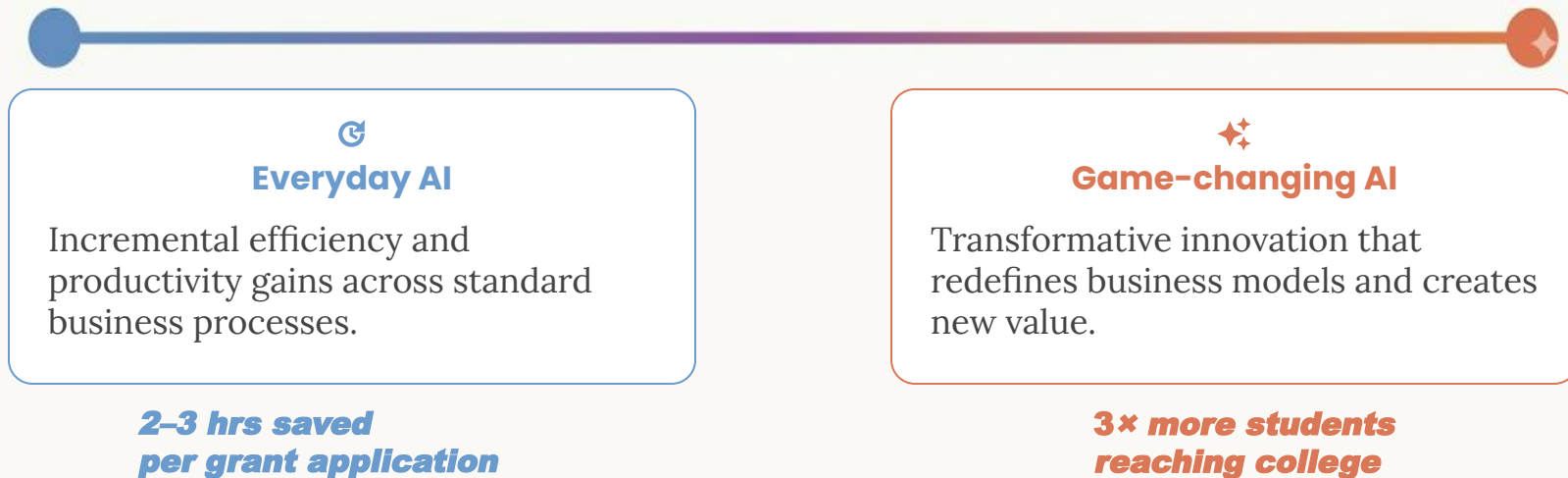
Productivity metrics measure speed. Mission metrics measure reach, quality of outcomes, and depth of impact. AI must ultimately move the second set of numbers, not just the first.

The test is simple: did AI help your organization serve more people, serve them better, or secure more resources to do either? If not, you have efficiency — not transformation.

“We have plenty of examples of AI making our team faster. What we’re really after is can AI help us expand our impact?”

-- Carolyn, Board member for Recipe for Change

The AI Opportunity Spectrum



Completely different return on value. Completely different investment.

Everyday AI vs. Mission-Transforming AI

EVERYDAY AI

Incremental efficiency across standard workflows

- AI drafts donor thank-you emails
- AI summarizes board meeting notes
- Chatbot handles program FAQ inquiries
- AI formats grant narrative sections

MISSION-TRANSFORMING AI

Redefines what your impact model can do

- AI identifies lapsed donors most likely to give again
- Personalized learning pathways for every student
- AI matches students to internships and college pathways
- Predictive model flags student disengagement risk

Quill.org: AI Pivot Case Study

Quill.org provides free AI-powered writing tools to 3M students. In 2022, the arrival of generative AI threatened to make their predictive AI platform obsolete.

STRATEGIC RESPONSE

- **Wait for Quality:** Rebuilt only after AI hit a 95–99% accuracy bar.
- **Teacher-Led:** Embedded 10 former teachers as full-time curriculum developers.
- **Educator Review:** 300+ member Advisory Council reviews every prompt.

IMPACT & SCALE

- **71%** writing improvement for students using 100+ prompts.
- **40M hours** of free tutoring delivered annually.
- **110 hours/year** saved per teacher on grading.

"Every six months, it feels like what we were using six months ago is dated." – Daniel Drabik, CTO

Community Counseling Solutions

The Challenge

Capacity Problem

Serves 20,000 clients with 450 staff. Grant reporting and evaluations competed with client care time.

"Available grants went unwritten due to lack of hours."

The Solution

M365 Copilot Pilot

AI handles first drafts for:

- Email & Transcription
- Evaluation Reports
- Grant Writing

Staff validate all outputs, freeing hours for mission-critical work.

The Impact

Key Metrics

25% efficiency gain

20% fundraising boost

"Copilot gives us time back for the work that matters."

Crisis Text Line

CHALLENGE

Scale & Triage

Managing 11M+ conversations with 16k volunteers. Human triage alone couldn't ensure high-risk texts reached counselors fast enough.

AI SOLUTIONS

ML & GenAI

- ML triage for automatic risk scoring
- GenAI chatbot for volunteer training
- Data intelligence for quality

IMPACT

Saving Lives

58,000

texters at imminent risk de-escalated. 85% of users found the support helpful.

"We're not trying to replace responders with chatbots — we can absolutely enhance their work."

— Matthew Vanderzee, CTO

Charity: Water grew donor retention 30% — without growing the team.

AI let a small team act like a fundraising department five times its size.

■ CHALLENGE

Expand donor outreach and deepen relationships without adding fundraising staff or burning out the people they had.

■ SOLUTION

Predictive analytics on donor behavior, driving personalized communications tailored to each supporter's history and intent.

■ IMPACT

30% lift in donor retention. Budget and attention concentrated on the messages — and donors — most likely to respond.

30%

increase in donor retention
achieved with no added headcount

Source: YWCA AI Literacy & Safe Usage training, Jan 2026

Feeding America turned AI into a smarter supply chain.

When a mission lives or dies on logistics, AI becomes a multiplier — not a replacement.

■ CHALLENGE

Move massive food donations across the U.S. — getting the right product to the right community, before it spoils or is missed.

■ SOLUTION

AI matched real-time donation inflows to transportation routes and local need, continuously optimizing inventory-to-impact.

■ IMPACT

Less waste. Faster delivery. A supply chain that stretched the same dollars further and served more people in need.

**Less waste.
More meals.**

AI-optimized routing and inventory matching across a nationwide food bank network

Source: YWCA AI Literacy & Safe Usage training, Jan 2026

ASAP scaled legal help to thousands — with a tiny team.

The mission didn't shrink. The team didn't grow. AI closed the gap.

■ CHALLENGE

A small staff trying to support thousands of asylum seekers with time-sensitive legal questions that couldn't wait in a queue.

■ SOLUTION

An AI-powered help desk with automated workflows that delivered personalized, accurate legal information on demand.

■ IMPACT

Critical legal information scaled without scaling cost — the mission kept growing while payroll stayed flat.

**Small team.
Big reach.**

AI absorbed the gap between staff capacity and demand — at no added headcount

Source: YWCA AI Literacy & Safe Usage training, Jan 2026

HIAS lifted fundraising 230% by letting AI pick the winning emails.

Small orgs can't out-spend — but they can out-target. AI made HIAS's list feel five times bigger.

■ CHALLENGE

Every appeal is a bet — most don't land. How do you spend a limited list's attention on the messages that will actually perform?

■ SOLUTION

AI predicted which emails would drive the strongest response before sending — so the best messages reached the right donors.

■ IMPACT

230% increase in fundraising performance, with the same list, the same team, and no added agency spend.



230%

increase in fundraising driven by
AI-predicted email performance

When AI freed the routine, IKEA found a €1B business hiding inside.

Cost-cutters cut. Growth-makers redeploy.

IKEA deployed an AI chatbot, Billy, to handle first-level queries — orders, products, routine support.

Billy resolved 57% of contacts alone. Most companies would bank the savings and cut headcount.

IKEA did the opposite. They studied the 43% Billy couldn't handle — and found customers weren't asking questions. They were asking for design help.

So IKEA reskilled support staff into design consultants and launched a paid advisory service.

Source: Brian Solis / Info-Tech Research Group, via Storyboard18 (Apr 2026)

57%

of routine queries resolved by AI — no human touch

43%

became the opportunity, not the leftover

~€1B

new revenue generated in year one

CASE STUDY

Star Autism: AI across the educator workflow



Copilot Innovations | Star Autism Case Study

BRAND-SAFE CREATIVE

On-brand AI illustrations

AI-generated illustrations meeting Star's AIQA accessibility and brand standards.

CURRICULUM DESIGN

AI curriculum planner

A planner unit that helps educators brainstorm, sequence, and adapt curriculum to each learner.

CLASSROOM OPERATIONS

Smart daily schedule

AI-assisted scheduler that helps teachers organize the day and recover time spent on planning.

EARLY-STAGE SUPPORT

Educator coaching tool

Diagnostic + guidance tool that scales Star's expertise, coaching educators on the right cues in the moment.