

# The Latest Essential Technology

*A Strategic Partnership for the future of Nonprofits*

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# Our Time Together

- **My Lens:** the perspective from which I'm sharing
- **The Basics:** what is the cloud and how does it relate to you
- **The Distinctions:** how to identify fact from fiction
- **The Plan:** a framework for evaluation, adoption and growth
- **The Resources:** what's available

# I'm Kelley



Marketer & Fundraiser  
Mom

Humble Learner  
Consultant

Lover of Food  
Vocally Self Critical  
Friend  
Creator

Making Strides Against Breast Cancer, Friend, Mom, American Cancer Society

Late Adopter of Technology  
Connector  
Healthcare

Traveler  
Vocally Self Critical  
Advocate

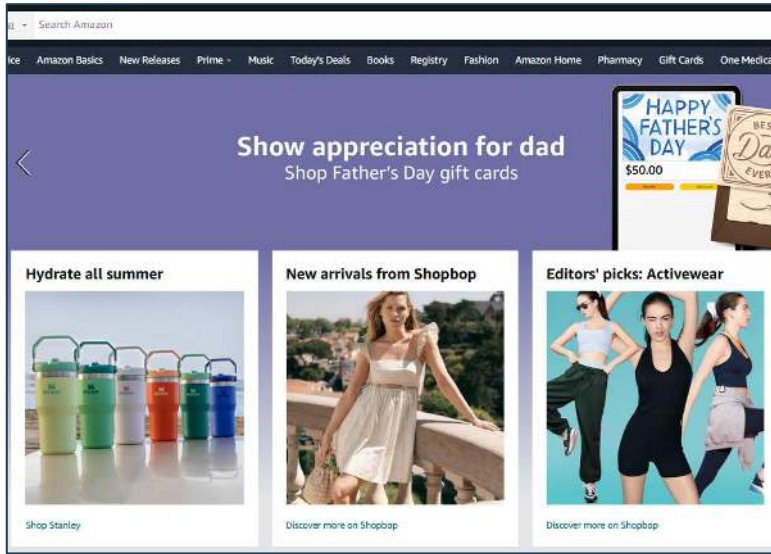
American Cancer Society

# The Basics

*What is the cloud and how does it relate to you*

# What is the Cloud?

Think of the cloud, not for what it is, but for what it allows you to do!



- Storage
- Security and Disaster Recovery
- Computing and Processing
- Data Unification (Data Lake)
- Machine Learning & AI
- Analytics and Modeling
- *And 200+ more (at least at AWS)*

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# Why it All Matters to You

- Reduces staff burn out and employee churn
- Determines where and what your supporters want to hear from you
- Increases business efficiencies to increase mission investment
- Provides efficient and personal support for your users
- Delivers enhanced experiences for your constituents
- Equips tests and learn strategies to accelerate innovation

# The Distinctions

*How to identify fact from fiction*

# What is AI?



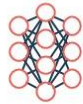
## Artificial intelligence (AI)

Any technique that allows computers to mimic human intelligence using logic, if-then statements, and machine learning



## Machine learning (ML)

A subset of AI that uses machines to search for patterns in data to build logic models automatically



## Deep learning (DL)

A subset of ML composed of deeply multi-layered neural networks that perform tasks like speech and image recognition



## Generative AI

Powered by large models that are pretrained on vast corpora of data and commonly referred to as foundation models (FMs)



# What is Generative AI?

Generative AI is a type of machine learning that leverages foundational models to learn patterns, and then uses the structure of those patterns to generate new data that has similar characteristics.



# Consider Them as One



Generative AI Application

Storage

Operational databases

Analytics and data lakes

Data integration

# You Are Further Than You Think

- Doc/Spreadsheet/PPT Share tools
- Fundraising/Event Apps
- Online/P2P Fundraising Platforms
- Dashboards/Analytics and Reporting tools
- Databases/CRMs
- Vendors, Partners, Suppliers & Consultants
- Other...

# The Plan

A framework for evaluation, adoption and growth

# Get Informed

- 1 Is my organization's data on-premises, in the cloud, or both?
- 2 Is my organization's data in multiple places or in a single place?
- 3 Was my team directly involved in our organization's data strategy?

# Build From the Inside Out:

## From Infrastructure

- Security, Governance & Compliance
- Disaster Recovery
- Storage
- Operational Efficiency
- Data Visualization
- Call Centers

## To Innovation

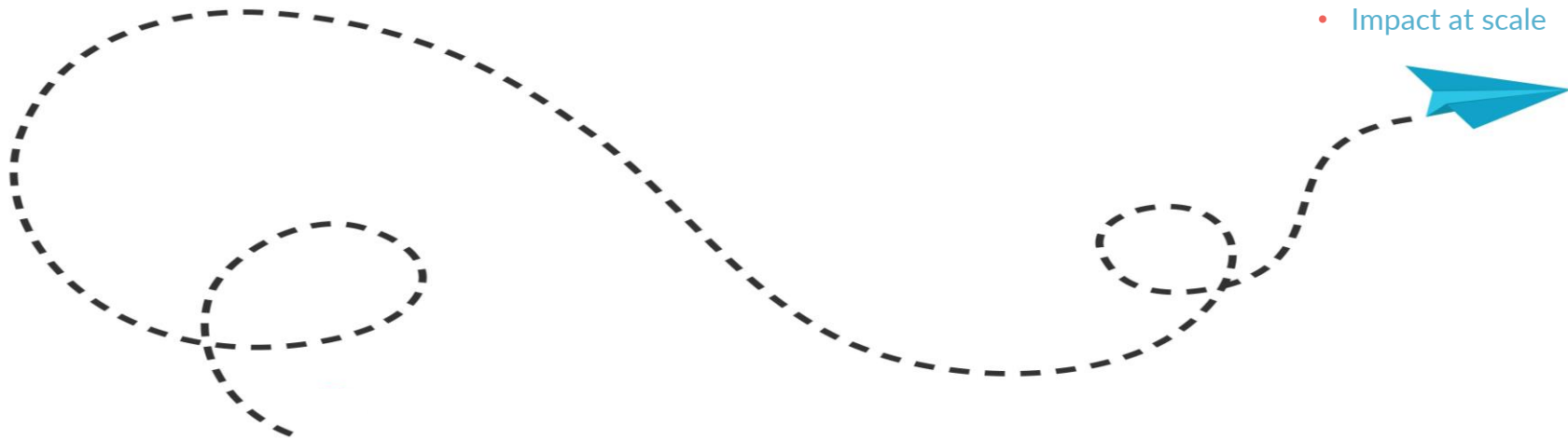
- Generative AI
- Insight Driven Engagements
- AI Enhanced Operational Efficiency
- Intelligent Search
- Clean Rooms and Analytics
- Virtual Events

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# Follow a Philosophy

## INNOVATION

- Multi-year horizon planning
- Business productivity tools
- Proofs of Concept
- Impact at scale



## CURIOSITY

- Meet your IT team
- Find out where you Data lives (get specific)
- Confirm you have a data Strategy
- Understand your internal resources

# Sample Use Cases

*Leading by example*



# Leading by example: Chatbots

Cloud based chat bots offer a multi-channel, multi-language conversational interface that respond to your constituent's questions, answers, and feedback. It allows work across multiple channels including chat, voice, SMS, and more.

- Development Operations
- Donation Pages
- DYI Campaigns
- Tributes & Sustainer

# Leading by example: Experiences

Data lakes allows you to bring together (structured and unstructured) data from different sources, which can then accessed with AI analytic reporting tools to assess opportunities for segmentation, personalization and enhanced experiences.

- Acquisition & Recruitment
- Stewardship
- Mid-level upgrade
- Sustainer retention

# Leading by example: So Many More

- Automated Code Review
- Automatic Speech Recognition
- Call Center
- Conversational Interfaces
- Deep Learning-Enabled Camera
- Document Text Extraction
- Enterprise Search
- Fraud Detection
- Human-in-the-Loop
- Image and Video Analysis
- Machine Learning Platform
- Natural Language Processing
- Real-Time Recommendations
- Text-to-Speech Service
- Time Series Forecasting

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# Resources

*What's available*

# Resources



AWS **IMAGINE Grants**



AWS **Cloud Insights Report**



Let's **Connect** ([linkedin.com/in/kelleyhecht](https://www.linkedin.com/in/kelleyhecht))

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# Thoughts & Questions