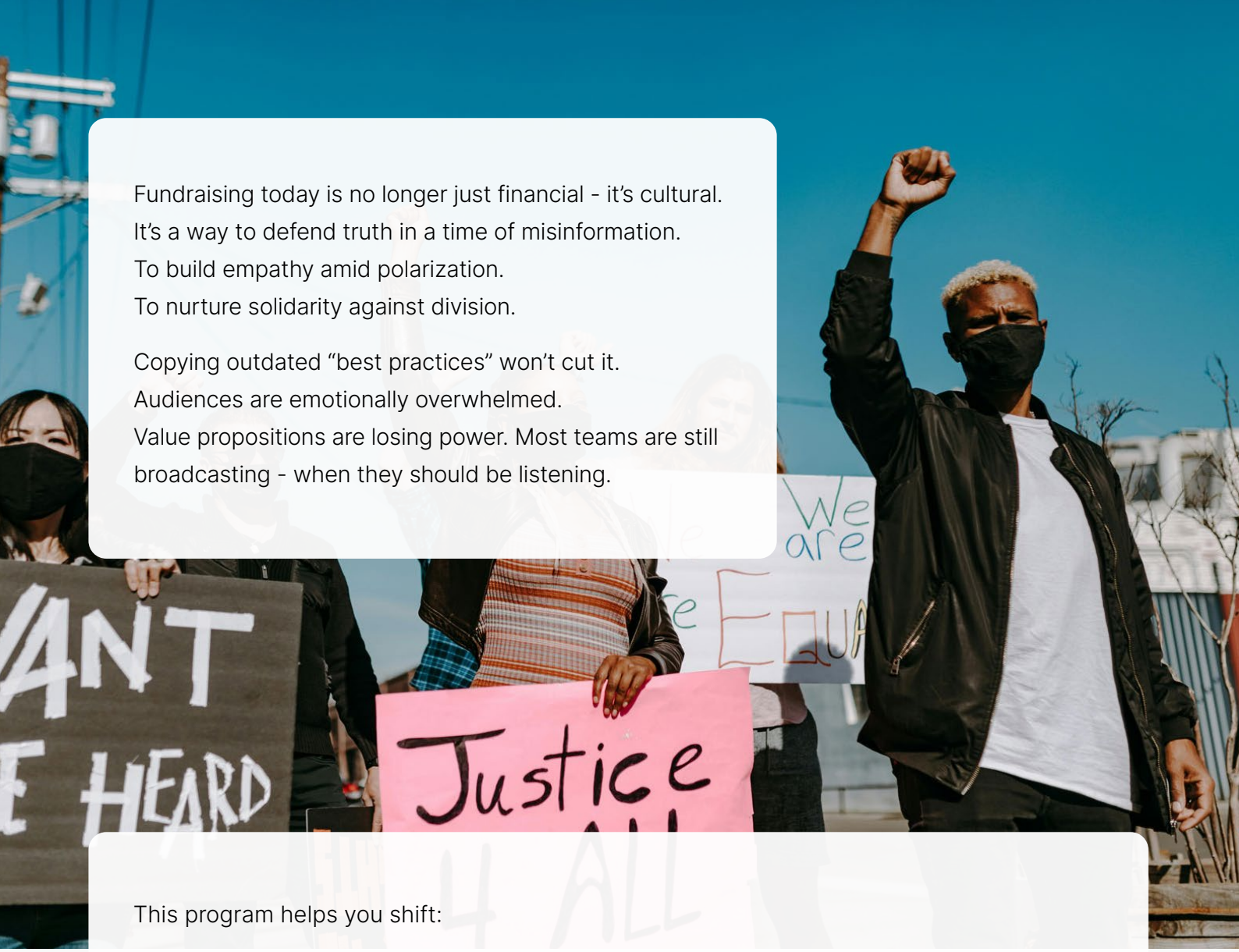
Are You Ready for the Future of Fundraising?

Three Questions.
One AI-Powered, Purpose-Driven Program.

If you're planning your end-of-year campaign or shaping next year's strategy, you don't need more theory - you need actionable intelligence. And you need answers to three essential questions:

1. **How do we reach and engage new audiences, especially those you are not reaching now?**
2. **How do we retain our current supporters in an emotionally saturated, hyper-competitive landscape?**
3. **How do we sustainably increase income while staying aligned with our mission, values, and voice?**



Fundraising today is no longer just financial - it's cultural.
It's a way to defend truth in a time of misinformation.
To build empathy amid polarization.
To nurture solidarity against division.

Copying outdated "best practices" won't cut it.
Audiences are emotionally overwhelmed.
Value propositions are losing power. Most teams are still broadcasting - when they should be listening.

This program helps you shift:

- ✓ From **generic appeals** → to **emotionally intelligent, AI-informed narratives**
- ✓ From **one-size-fits-all messaging** → to **audience-driven, personalized communication**
- ✓ From **manual content production** → to **AI-supported, insight-powered storytelling**
- ✓ From **esporadic and improvized** → to **structured and evidence based**

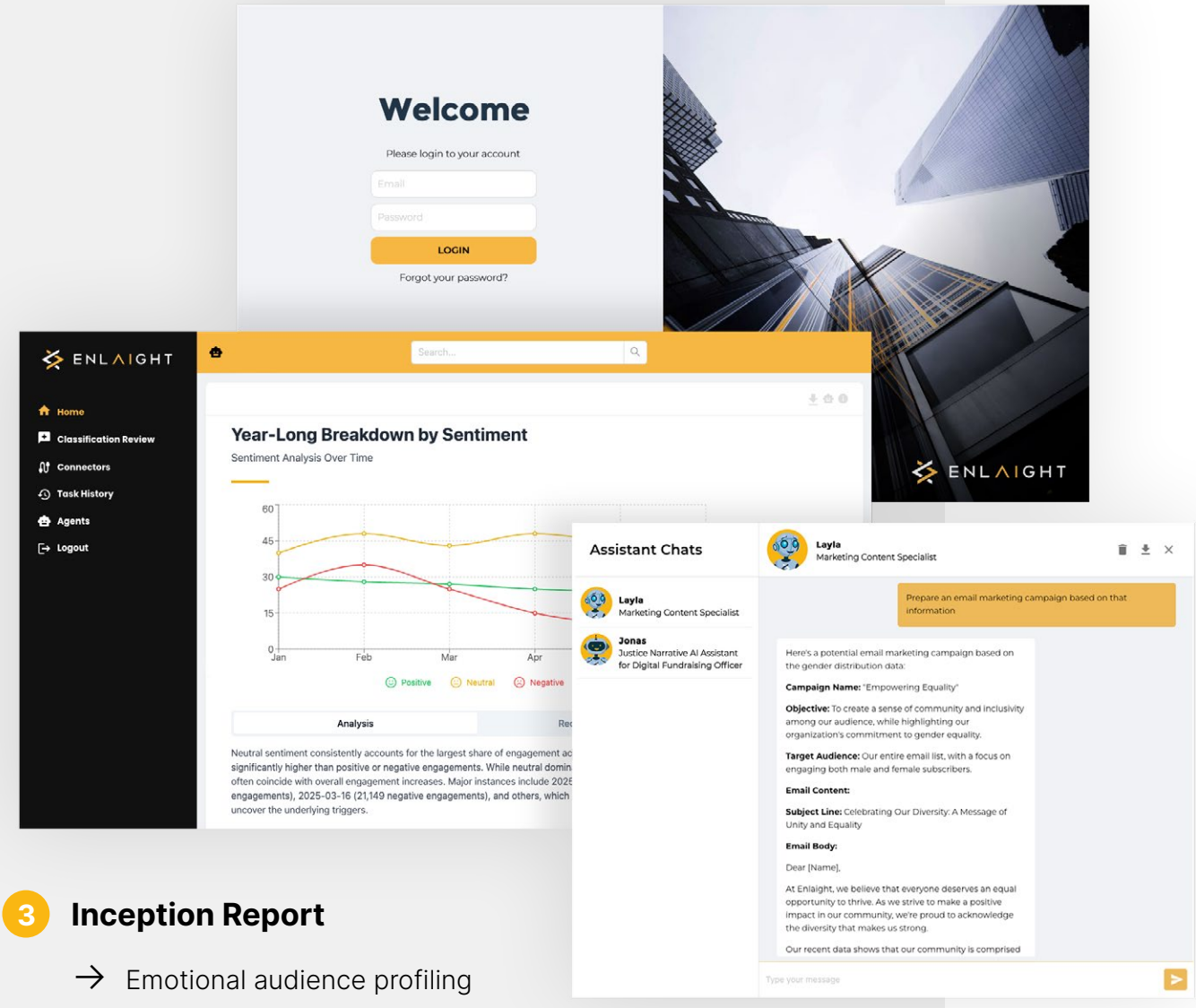
Let ENLAIGHT guide your team through a transformation: ethically, strategically, and intelligently.

What you get

1. **10 hours of live-streamed expert training**
from Filipe Páscoa, Bernard Ross, and Shannon Miller
for **up to 5 team members per organization**

2. **A Custom LAIBRARY - ENLAIGHT's AI-powered archive** of your team's messaging and strategy. It integrates three custom AI Assistants, trained on your content:

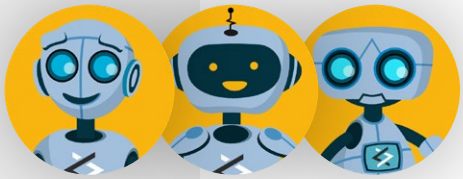
- → Your previous campaigns, reports, guidelines, and program docs
- → Social listening insights from X, TikTok, YouTube, Instagram, Facebook, and more
- → Behavioral Economics principles and nonviolent communication frameworks



3. **Inception Report**

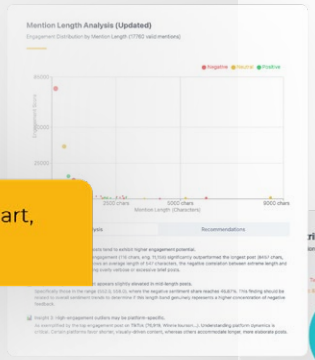
- → Emotional audience profiling
- → Campaign strengths and gaps
- → Thematic recommendations

4 Three AI Assistants

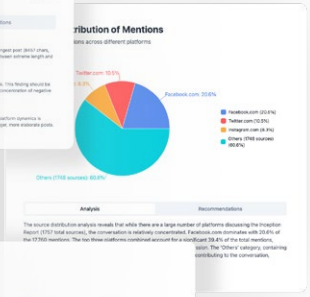


- → Fundraising Strategy Assistant
- → Communications & Content Assistant
- → Digital Intelligence Assistant

Hello there! I'm **Layla**, your assistant for today.
How can I help you?



Based on the social listening information of the chart, draft a fundraising email appeal



Here's a potential email appeal based on the social listening data:

Campaign Name: "Empowering Equality"

Objective: To create a sense of community and inclusivity among our audience, while highlightinh our organization's commitment to gender equality.

Target Audience: Our entire email list, with a focus on engaging both male and female subscribers.

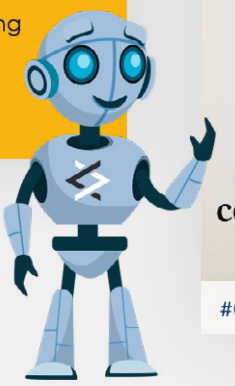
5 12 Weekly Intelligence Reports (October–December 2025)

- → Real-time sentiment monitoring
- → Suggested narratives and content adjustments
- → Behavioral framing tips

Build a funny, viral, and impactful meme for the campaign.

Create a humorous and relatable meme that pokes fun at our daily spending habits. Raise awareness about the impact of our daily choices on global poverty and inequality.

Encourage people to engage with the meme by asking questions such as "**How many coffees do you think you could give up to help those in need?**"



Program Timeline

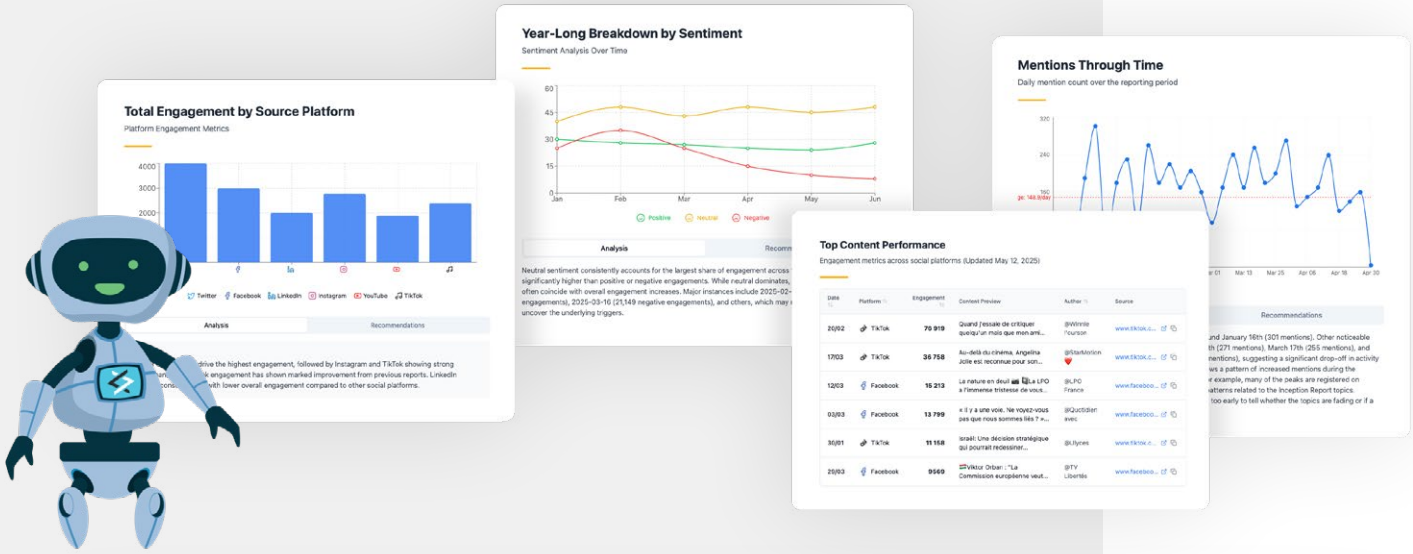
SEPTEMBER–OCTOBER 2025

Training & Strategic Setup

→ **5 expert-led sessions** (90 min + 30 min Q&A)

→ **Upload campaign materials** (no donor data required)

→ **We build your LAIBRARY and activate social listening**



OCTOBER–DECEMBER 2025

Campaign Insight & Intelligence Activation

→ **Custom Inception Report** (1–2 weeks after session completion)

→ **Weekly Intelligence Reports** tailored to your issues and audiences

→ **Real-time content and strategy suggestions** from trained AI tools

What to Upload

To build your LAIBRARY, each organization will be encouraged to provide:

Fundraising & Communications Materials

- → Past/current appeals, donor personas, campaign emails, social content
- → Campaign strategies, year-end plans, internal memos

Strategic & Institutional Documents

- → Annual reports, strategic plans, programmatic focus docs, brand guides

Research & Performance Materials

- → Audience research, campaign evaluations, behavioral design references

External Frameworks & Intelligence

- → Articles, reports, or studies your team references in strategy

Social Listening Setup Inputs

- → Topics, hashtags, sample queries or relevant accounts

Format Guidelines

- → Avoid spreadsheets or tabular data unless summarized
- → Prefer narrative formats (PDF, DOCX, Google Docs)

Data Privacy & AI Compliance

- ✓ No donor data required
- ✓ All data is stored securely in an encrypted private cloud
- ✓ We use open-source models, never commercial APIs
- ✓ Your organization's materials are never used to train public models
- ✓ Fully compliant with GDPR, the EU AI Act, and ethical AI standards

The Training Program:
5 Deep-Dive Online Sessions

90 minutes each + live 30-minute Q&A

Led by international experts in fundraising, behavioral economics, and ethical AI

Filipe Páscoa

Founder, ENLAIGHT

Filipe Páscoa is a fundraising and public engagement strategist with 20 years of experience using technology to increase donor income and lifetime value. He has led major campaigns across 32 countries for organizations like UNICEF, Greenpeace, and Amnesty International. As CEO of ENLAIGHT, he develops ethical AI tools that help nonprofits and public institutions turn data into insights - driving impact, optimizing campaigns, and building trust in complex environments.

Bernard Ross

Director, =mc consulting

Bernard Ross is a respected global strategist in social change, behavioral economics, and neuroscience. As co-director of The Management Centre, he advises NGOs and governments on decision science to create social impact. Co-author of Change for Good, he champions ethical, evidence-based strategies to influence behavior. His books, lectures, and trainings have shaped how fundraisers and campaigners drive change around the world.

Shannon Miller

Founder, Emerging Gifts

Shannon Miller brings deep strategic and creative expertise to digital fundraising, driving record-breaking results at UNICEF, Doctors Without Borders, and more. She leads Emerging Gifts, an initiative that empowers organizations in emerging economies and diasporas to build sustainable, digital-first fundraising systems. Her work supports the decolonization of philanthropy by reducing dependency on global institutions and fostering self-reliance.

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Session 1

The Collapse and the Calling: Reclaiming Relevance Through Ethical AI

Facilitator: **Filipe Páscoa**

Fundraising is at a crossroads. Traditional audiences are disengaging, acquisition costs are rising, and messages are falling flat. This session reframes today's fundraising crisis as a strategic opportunity. You'll explore how Ethical AI can help nonprofits rebuild trust, scale emotionally intelligent communications, and reengage public interest.

Discover the power of AI: predictive, generative, RAG, and emotional mapping, as a tool to reduce acquisition costs, increase lifetime value, and boost income. Learn how to implement an Ethical AI Framework across your fundraising, communications, and public engagement strategies.

Learning Outcomes

- → Understand why traditional fundraising is underperforming - and how AI can help
- → Explore Ethical AI as a tool for cost-effective, values-aligned fundraising
- → Learn core AI types and their uses in a nonprofit setting
- → Implement an Ethical AI Framework for fundraising, comms, and engagement
- → Preview tools: ENLAIGHT, GPT+, NotebookLM, Infranodus, PurposeSync, and others
- → Begin mapping your team's biggest challenges to AI-supported opportunities

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Session 2

From “Value Propositions” to “Value Perception”: Crafting the Right Narrative for the Right Audience with AI and Social Data Intelligence

Facilitator: **Filipe Páscoa**

Today’s donors don’t respond to old-school messaging they respond to emotion, context, and cultural relevance. This session shows how to use AI-powered social data intelligence and network analysis to uncover what different audiences are thinking, feeling, and sharing.

Learn to build donor personas based on behavior and emotional signals - not just demographics. Match messages to mindsets. Adapt formats, tones, and timing across channels. And explore how to build retention and acquisition strategies based on empathy and digital listening.

Learning Outcomes

- → Use AI and network analysis to find high-value audience opportunities
- → Build behavioral donor personas driven by emotion and digital signals
- → Identify optimal messages, formats, tones, and channels per audience group
- → Monitor perception and shift storytelling based on real-time sentiment
- → Retain and re-engage donors by meeting them where they are, emotionally
- → Tools featured: Infranodus, Talkwalker, Google Trends, ExtractComments, PurposeSync

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Session 3

The Donor Decision Lab: Behavioral Science for Fundraising Transformation

Facilitator: **Bernard Ross**

How do donors actually make decisions? Behavioral science shows it's often emotional, irrational, and yet also predictable. In this hands-on session, you'll learn how to ethically influence donor behavior using proven nudges, heuristics, and message architecture - with online ads, in DM copy, on your website, or even in HNWI meetings

With real case studies from global NGOs - from MSF to Greenpeace - you'll explore how framing, priming, and social proof can dramatically improve acquisition and retention, without manipulation. This is fundraising that respects your audience and deepens trust. It transforms results with tiny changes.

Learning Outcomes

- → Apply System 1 (fast/emotional) vs. System 2 (rational) thinking to campaigns
- → Build decision architectures that ethically influence donor action
- → Use behavioral levers: framing, loss aversion, reciprocity, social proof
- → Boost retention and lifetime value through emotional relevance
- → Recognize your team's cognitive biases and build smarter messages
- → Explore real-life examples from top nonprofit campaigns

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Session 4

Beyond Insights: Building AI-Powered Knowledge Systems for Everyday Fundraising Intelligence

Facilitator: **Filipe Páscoa**

By now, you've explored how to listen to public emotion through social listening (Session 2) and ethically influence behavior using behavioral science (Session 3). But how do you ensure these insights become part of your everyday workflow?

In this session, you'll learn how to build an AI-powered knowledge ecosystem that makes strategy accessible across your team, on demand. Using Retrieval-Augmented Generation (RAG) and customized AI assistants, you'll integrate campaign insights, behavioral science, social listening outputs, and your internal content into a centralized, actionable system.

This isn't about data storage, it's about daily use. You'll explore how to prompt for fundraising insights, generate messaging suggestions, and support decision-making in real time, using the ENLAIGHT platform's Knowledge Base, social listening, Behavior Economics, inception reports, and weekly updates.

Learning Outcomes

- → Connect insights from social listening and behavioral science to a usable AI system
- → Understand how RAG enables the intelligent use of organizational and public data
- → Customize AI assistants to support fundraising, communications, and content creation
- → Use your Knowledge Base to surface messaging, tone, and audience-specific insights
- → Work with ENLAIGHT's reporting tools to align strategy and execution
- → Build the foundation for putting this intelligence into action (Session 5)

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Session 5

Insights Into Action: Turning AI Insights into Fundraising and Engagement Results

Facilitator: **Shannon Miller**

Powerful insights mean nothing if your team can't act on them. This session transforms social listening, behavioral insights, and emotional intelligence into practical workflows your organization can implement immediately.

Learn how to embed audience intelligence directly into your content strategy, campaign execution, and engagement planning. We'll cover practical frameworks for turning scattered insights into consistent action - from crafting story briefs that cut through institutional distrust to building content calendars that respond to real-time cultural moments.

You'll discover how to create systems that help your entire team act on audience understanding, building the authentic connections that drive both engagement and sustainable revenue growth.

Learning Outcomes

- → Transform generic appeals into AI-driven stories that build trust and emotional resonance
- → Craft real-time messaging that aligns with culture, sentiment, mission, and revenue goals
- → Use AI-supported systems to personalize content without losing your authentic voice
- → Design agile workflows that adapt to change while protecting donor trust and stability
- → Apply AI insights to unify teams around shared audience needs and cultural relevance
- → Develop mission-driven strategies using AI to foster empathy, truth, and shared values

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Your Investment

Organizational Package (up to 5 participants)

Early Bird (June 2025)	**€6.500**
Standard (July 2025)	**€7.800**
Last Call (August 2025)	**€9.500**

Bonus

Your **full investment can be credited** toward an **ENLAIGHT subscription in 2026** (starting at €25,000)

Subscription Value includes:

- ✓ Weekly Intelligence Briefs
- ✓ Tailored AI Assistants
- ✓ Live Social Listening Dashboards
- ✓ Strategic Advisory + Training

Limited Enrollment

This program is open to a select group of mission-driven organizations. Capacity is capped to ensure hands-on delivery and tailored insight.

To reserve your spot or ask questions, visit enlaight.ai/fundraising-intelligence or email contact@enlaight.ai

Trusted by Global Changemakers

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