



FIA Conference 2023

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Using AI in Fundraising

EMERGING ISSUES & GLOBAL TRENDS
Panel Discussion

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Subject line generator

Email appeal generator

Campaign generator

Segment variations

Subject line generator

Inputs

Email Copy

In places like Yemen, Afghanistan and across the Horn of Africa, children are in the grip of a malnutrition crisis, and it is rapidly getting worse by the day. Although families are doing all they can, the challenges of conflict and extreme weather conditions are proving too much to bear. The war in Ukraine is causing food prices to soar, while worldwide devastating floods and persistent droughts continue to drive up children's food and nutrition insecurity.

According to the 2022 edition of The State of Food Security and Nutrition in the World (SOFI), the malnutrition crisis is more prevalent, with 11.7 per cent of the world's population facing severe food insecurity. Global trends in child malnutrition, including stunting, wasting and micronutrient deficiencies continue to rise.

This is culminating into catastrophic levels of severe malnutrition in children under five. Across the 15 most crisis-hit countries in the world, almost 8 million children under the age of five are at risk of death from severe wasting.

UNICEF is on the ground, fearlessly delivering life-saving supplies and therapeutic food to children who need them most. And when emergency strikes, UNICEF can deliver help to children in just 48 hours.

Every fearless delivery starts with you. Help take away a child's fear of hunger by making a donation today.

Generate 5 great email subject lines

Subject lines



Write Dan a fundraising letter signed by Billie-Jay from Vinnies Queensland that tells donors about the impact of the housing crisis in Queensland and asks them to donate to relieve pressure on housing affordability.

Dear Dan,

I hope this letter finds you well. I am writing on behalf of St. Vincent de Paul Society Queensland (Vinnies Queensland), a charity that has been serving the community for over 100 years.

As you may know, the housing crisis in Queensland is reaching critical levels. More and more families are finding it difficult to afford safe and stable housing, and the number of people experiencing homelessness is rising every day.

This crisis is having a devastating impact on the most vulnerable members of our community. Children are being forced to grow up in unstable and insecure housing, and many families are living in constant fear of eviction. This situation is unacceptable, and we need your help to address it.

At Vinnies Queensland, we are working to relieve the pressure on housing affordability by providing emergency accommodation, support services, and advocacy for those in need. We also work to promote long-term solutions to the housing crisis by lobbying government and other organizations to increase investment in affordable housing.

But we cannot do this work alone. We rely on the support of people like you to continue our mission. That's why I am writing to ask you to consider making a donation to Vinnies Queensland today.

Your support will make a real difference in the lives of families and individuals who are struggling to find a safe and secure place to call home. With your help, we can provide emergency shelter, support services, and advocacy to those who need it most.

Thank you for your consideration. I look forward to your response and hope that we can work together to make a positive impact on the housing crisis in Queensland.

Sincerely,

Billie-Jay

St. Vincent de Paul Society Queensland

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Include a paragraph that appeals to my faith and ask for a donation of \$50.

At Vinnies Queensland, our work is guided by our Catholic values of compassion, justice, and respect for the dignity of all people. We believe that every person deserves a safe and secure place to call home, and we are called to serve those in need, just as Christ served the poor and marginalized.

I know that you share these values, and I would be honored if you would consider making a donation to support our work. With a gift of just \$50, you can make a significant impact in the lives of those affected by the housing crisis. This donation will help us provide emergency shelter, support services, and advocacy for those who need it most.

Together, we can make a difference in the lives of those who are struggling to find a safe and stable place to call home. Your generosity will not only provide practical support, but it will also bring hope and comfort to those who are in need.

I thank you in advance for your kindness and generosity, and I pray that God will bless you for your support of our mission.

Sincerely,

Billie-Jay

St. Vincent de Paul Society Queensland

Not quite what we were hoping for!!!

That's not what I wanted. Update the first letter to include a paragraph that appeals to my faith and ask for a donation of \$50, telling me about the impact it could make. Include a paragraph that appeals to my faith and ask for a donation of \$50.

Dear Dan,

I hope this letter finds you well. I am writing on behalf of St. Vincent de Paul Society Queensland (Vinnies Queensland), a charity that has been serving the community for over 100 years.

As you may know, the housing crisis in Queensland is reaching critical levels. More and more families are finding it difficult to afford safe and stable housing, and the number of people experiencing homelessness is rising every day.

This crisis is having a devastating impact on the most vulnerable members of our community. Children are being forced to grow up in unstable and insecure housing, and many families are living in constant fear of eviction. This situation is unacceptable, and we need your help to address it.

At Vinnies Queensland, our work is guided by our Catholic values of compassion, justice, and respect for the dignity of all people. We believe that every person deserves a safe and secure place to call home, and we are called to serve those in need, just as Christ served the poor and marginalized.

Your support will make a real difference in the lives of families and individuals who are struggling to find a safe and secure place to call home. With a gift of just \$50, you can provide emergency shelter, support services, and advocacy to those who need it most. Your generosity will not only provide practical support, but it will also bring hope and comfort to those who are in need.

Thank you for your consideration. I look forward to your response and hope that we can work together to make a positive impact on the housing crisis in Queensland.

Sincerely,

Billie-Jay

St. Vincent de Paul Society Queensland

Replace the paragraph appealing to my faith with a paragraph that would suit someone that has made a high-value gift in the past.

Dear Dan,

I hope this letter finds you well. I am writing on behalf of St. Vincent de Paul Society Queensland (Vinnies Queensland), a charity that has been serving the community for over 100 years.

As you may know, the housing crisis in Queensland is reaching critical levels. More and more families are finding it difficult to afford safe and stable housing, and the number of people experiencing homelessness is rising every day.

This crisis is having a devastating impact on the most vulnerable members of our community. Children are being forced to grow up in unstable and insecure housing, and many families are living in constant fear of eviction. This situation is unacceptable, and we need your help to address it.

We are grateful for your past support and the impact it has had on the lives of those in need. As someone who has made a significant contribution in the past, we believe that you have the ability to make an even greater impact with your giving.

With your help, we can provide emergency shelter, support services, and advocacy to those who need it most. Your generosity will help us address the housing crisis in Queensland and bring hope and stability to families in need.

Thank you for your consideration. We appreciate your continued support and commitment to making a positive impact in the lives of those in need.

Sincerely,

Billie-Jay

St. Vincent de Paul Society Queensland



Thank you

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