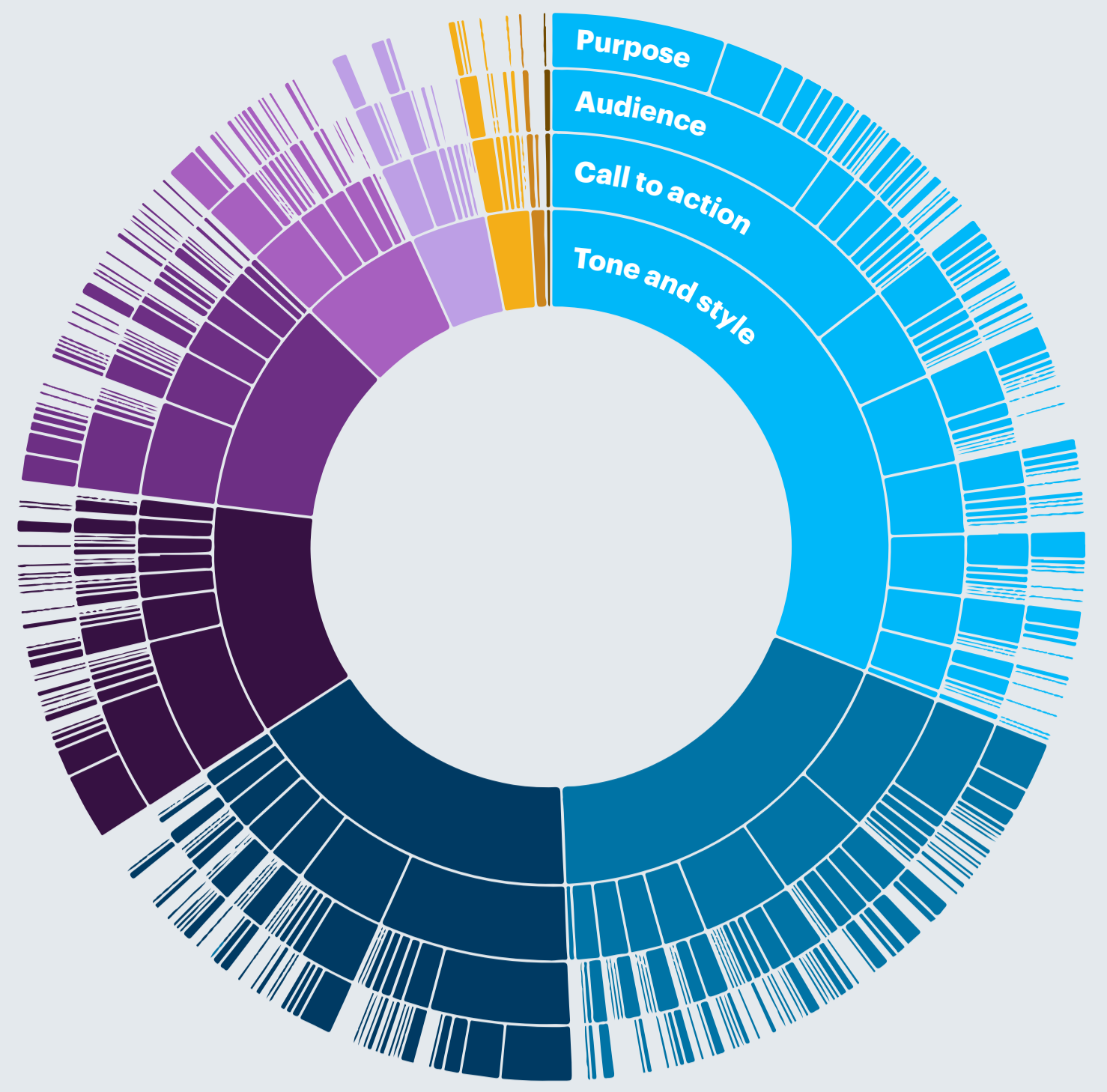


# How nonprofits use the DonorPerfect Fundraiser Bot

Each line represents a unique use of the Fundraiser Bot. Some users returned to the bot as many as 14 times to adjust, repurpose, and refine their messaging for a variety of uses.



**39%**  
**Email**



**17%**  
**Social Post**



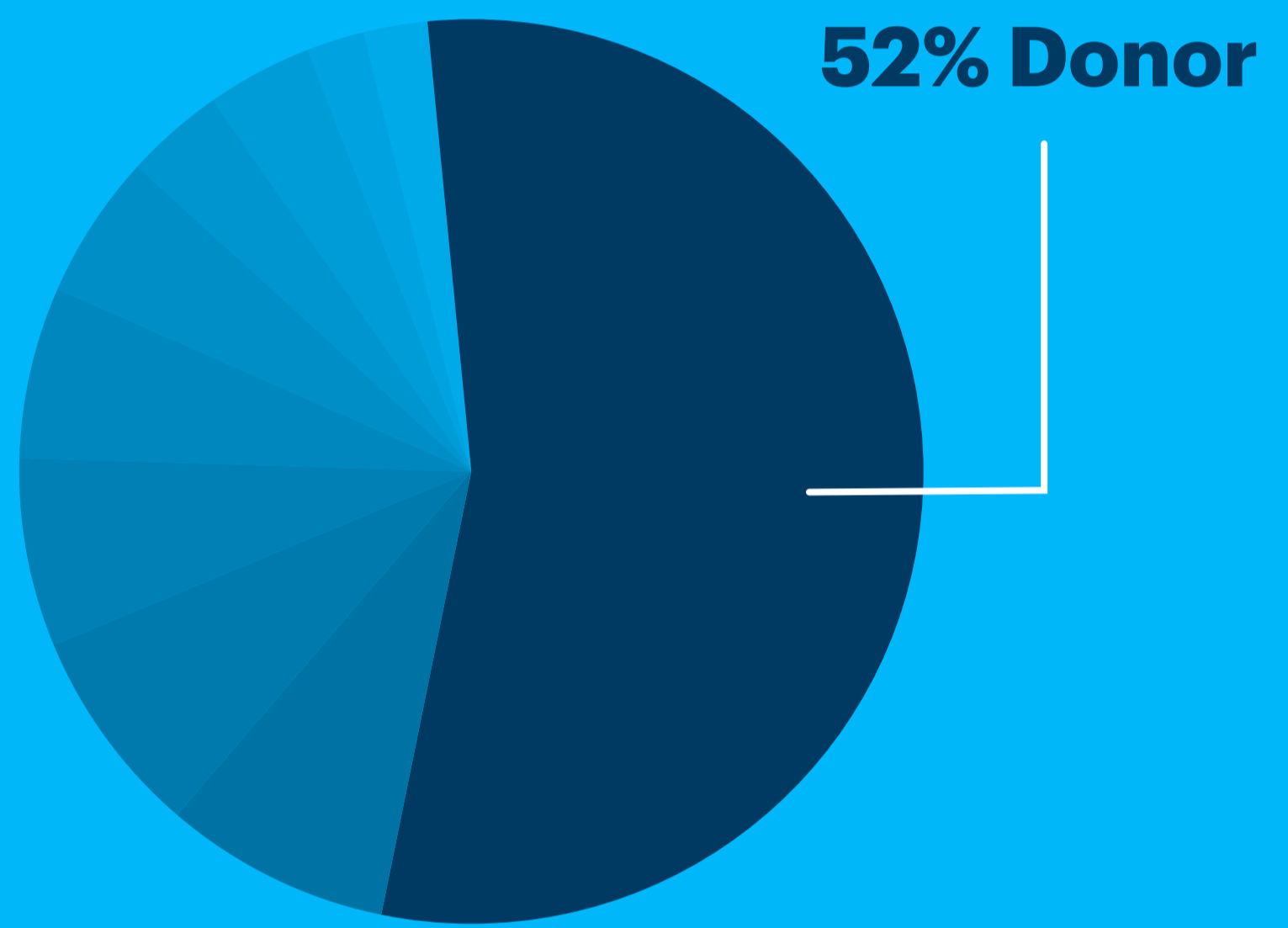
**11%**  
**Letter**

## Communication type

The majority of users sought writing assistance for fundraising emails, with social posts and appeal letters following behind.

## Audience

The Fundraiser Bot does more than appeals! Nearly half of users asked the Fundraiser Bot to help them reach out to newsletter subscribers, event attendees, prospects, major donors, and more.



**42%**

**PLEASE  
GIVE**

## Call to action

Nearly half of users created appeal messages with a passionate and driven tone.

## Voice of the sender

A familiar name can help donors feel confident about their giving. Here's who Fundraiser Bot users chose as the face of their campaign:

- Development Director
- Executive Director
- Other
- Board Member
- Nonprofit Founder
- Event Manager

**34% Development director**

