

SPECIAL REPORT

THE DONOR GAP

97% OF DONORS ARE LEFT BEHIND

*How Autonomous Fundraising
Fixes It*

Version2.ai
powered by givzey

EXECUTIVE SUMMARY

Across the nonprofit sector, there's a persistent and largely accepted challenge: most donors are not actively managed, which makes them feel unseen, unheard, and ultimately disconnected from the organizations they choose to support. This leads to stalled pipeline growth, inconsistent donor engagement, and missed opportunities to deepen philanthropic relationships.

According to a new Givzey | Version2.ai survey of more than 100 nonprofit organizations, spanning higher educational institutions, independent schools, healthcare organizations, and mission-based nonprofits, the average percentage of donors under gift officer management is just 2.5%. That means over 97% of donors receive only general marketing communications, despite the desire to build stronger relationships across the donor base.

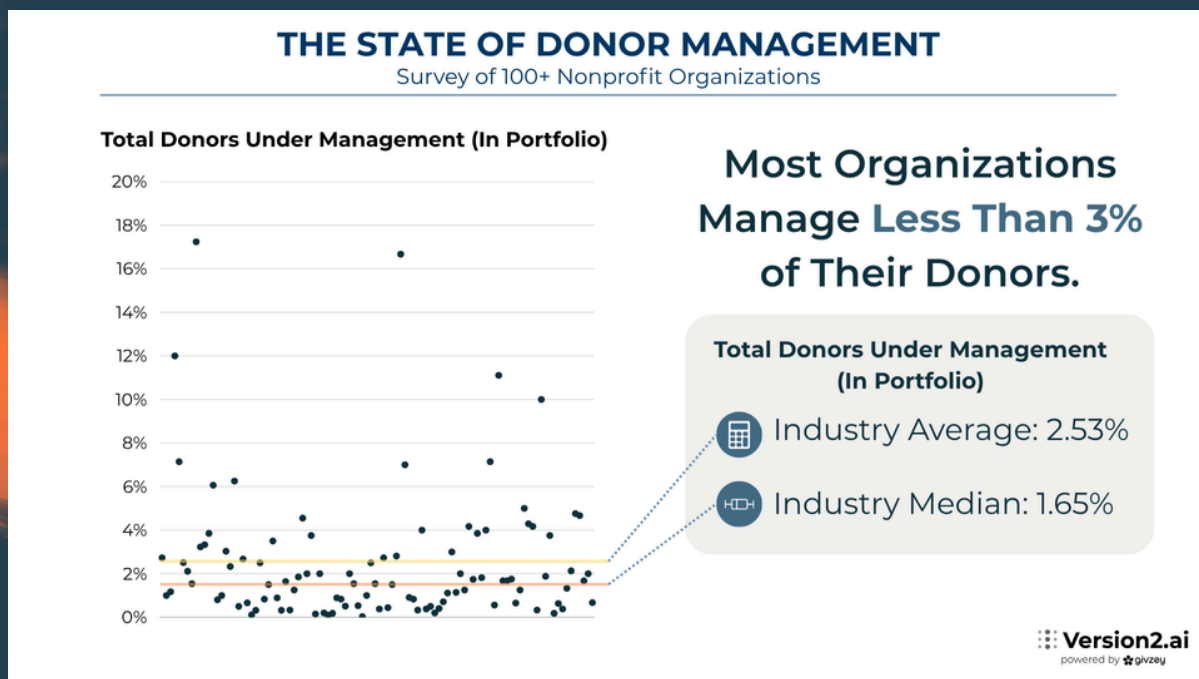
VERSION2.AI CREATED AUTONOMOUS FUNDRAISING TO SOLVE THIS PROBLEM.

Designed for nonprofit teams facing resource constraints, Autonomous Fundraising empowers organizations to scale personal engagement across far more of their donor base—without hiring more staff.

THE STATE OF DONOR MANAGEMENT

In a 2025 survey conducted by Givzey | Version2.ai, more than 100 nonprofit organizations across the U.S. provided data on how many donors were currently under active management. These organizations ranged from small teams with one fundraiser to large institutions with millions of donor records and hundreds of staff.

Despite these differences, one insight was universal: the percentage of donors assigned to a gift officer remains remarkably low across the board.



KEY SURVEY FINDINGS

- Industry Average: 2.53%
- Industry Median: 1.65%

Whether managing 5,000 or 9 million donor records, the ratio of donors to donors managed by gift officers is remarkably consistent across the board. Most nonprofits only engage a small fraction of their donor community in a truly personal way.

THE CONSEQUENCES OF UNDER-MANAGEMENT

Managing such a small percentage of your donors has measurable downstream impacts on fundraising results and donor relationships.

When donors aren't engaged through personal cultivation, the result is:

- **Slower** donor pipeline development
- **Delayed** major gift readiness
- **Less visibility** into donor motivation and intent
- **Lower retention** and participation rates
- Greater reliance on **transactional, impersonal communications**
- **Permanent donor loss**, once a donor feels unseen or unvalued, they may disengage entirely

The majority of donors may exist in your CRM, but without meaningful touchpoints, you don't actually know them, and their lack of engagement and consistent giving over time is evidence that they don't feel connected to your mission.

SOLUTION: AUTONOMOUS FUNDRAISING

Autonomous Fundraising is a purpose-built solution that enables organizations not just to deliver consistent, personalized engagement to far more donors, without expanding teams, but to also engage back with donors in two-way conversations.

By combining Autonomous AI, behavioral data, and fundraising intelligence, Version2.ai makes it possible to treat more donors the way we treat the top 2-3%.

1. Support the Donors Your Team Wants Prioritized

Choose the Right Use Case. Deliver Immediate Value.

Autonomous Fundraising begins by identifying the opportunity area most aligned with your team's goals, whether that's recapturing lapsed donors, increasing annual participation, or deepening stewardship with mid-level donors. Version2.ai works with your team to prioritize a donor segment that's currently under-engaged but has clear potential for greater impact.

Once the use case is defined, the Virtual Engagement Officer (VEO), an AI-powered, autonomous fundraiser, is assigned a portfolio of 1,000 donors. These donors are carefully selected to align with your campaign objectives and organizational priorities, ensuring every outreach effort supports a real and measurable outcome.

2. Deliver Personalized Outreach That Feels Human, at Scale

Up to 12 Thoughtful Touchpoints Per Year, Across Channels.

Each VEO builds a custom communication plan designed to engage its donor portfolio with 8–12 touchpoints per year. These include a mix of personalized emails, SMS messages, avatar-enabled videos, and robotic handwritten notes, each crafted to reflect a donor's interests, behavior, and history with your institution.

The VEO draws from a curated, marketing-approved knowledge base; including your website, news stories, event listings, and social media, to craft relevant messaging that mirrors the tone of a real relationship.

These aren't transactional messages, they're purpose-built to spark connection, deepen trust, and sustain engagement over time. And because all messaging is built on best practices from Washburn & McGoldrick's fundraising methodology, it reflects the same quality and tone as your most experienced fundraisers.

3. Steward Individual Gifts and Build Meaningful Relationships

Understand Why Donors Give, and Turn That Insight Into Action.

Unlike marketing automation or static drip campaigns, Autonomous Fundraising is built for two-way, responsive engagement. The VEO doesn't just send messages, it listens and learns from donor behavior, interests, and responses.

That means it can:

- Follow up on specific gifts with tailored stewardship
- Ask open-ended questions to understand donor motivation
- Track giving patterns and sentiment over time
- Surface new connections, affinities, or giving signals your team may not otherwise catch

This ongoing interaction allows organizations to build relationships rooted in real understanding, not just transactions, without overburdening existing staff.

4. Accelerate the Donor Pipeline

Ongoing, relevant engagement helps move donors move through the pipeline, from initial gift to recurring, leadership, or major giving. Rather than waiting for someone to raise their hand, Virtual Engagement Officers proactively identify and cultivate readiness.

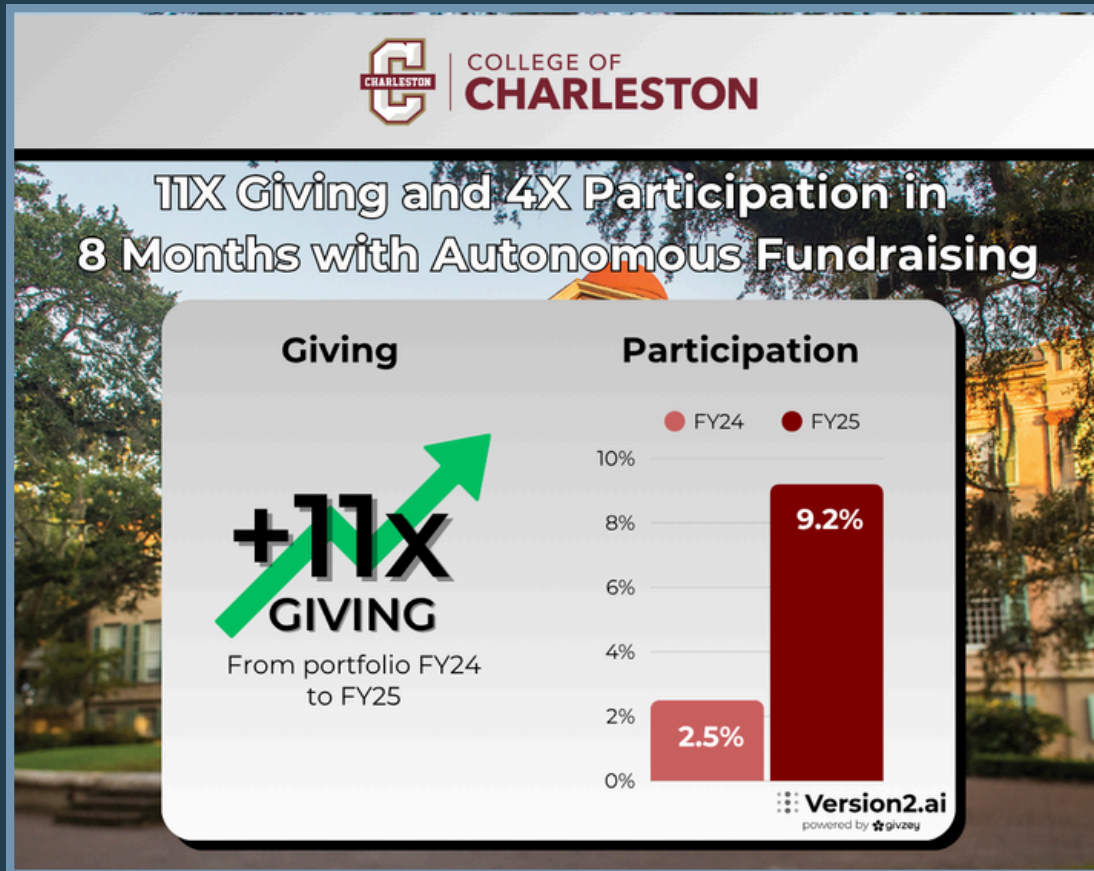
For example, if your desired outcome is to hand prospects off to major gift officers, Autonomous Fundraising helps ensure they arrive already warmed up; engaged, informed, and primed for meaningful conversations. But that's just one path. Some organizations prefer to keep the Virtual Engagement Officer (VEO) as the ongoing relationship manager, especially for donors who may not want or need direct interaction with a gift officer. In either case, the donor benefits from consistent, relevant communication that builds trust and leads to deeper philanthropic engagement.

5. Drive Mission Impact Through Scalable Donor Relationships

Ultimately, your mission is powered by people. Autonomous Fundraising ensures more of your community has the opportunity to engage, invest, and deepen their commitment.

When more donors feel seen and valued, more revenue flows toward your programs, your services, and your long-term vision.

USE CASE: COLLEGE OF CHARLESTON



The College of Charleston used Autonomous Fundraising to engage more of its donor base and to increase giving.

The outcome was transformational:

- 11x increase in giving
- 4x increase in donor participation

These results were not driven by campaign-specific urgency or staffing increases. They came from sustained, personalized engagement with donors who would have otherwise remained untouched.

CONCLUSION: A NEW STANDARD FOR DONOR MANAGEMENT

Until now, the industry has largely accepted that less than 3% of donors will receive meaningful, personal engagement, and we've seen the consequences: flat pipelines, unpredictable revenue, and donor relationships that never reach their full potential.

But that model is no longer sustainable, or strategic. Organizations don't have to accept these limitations anymore.

Autonomous Fundraising offers a practical, scalable solution for organizations that want to grow their fundraising impact while staying true to their values of donor-centricity.

The choice is clear:

- Keep relying on traditional portfolios that leave most donors behind
- Or adopt a model that ensures **every donor has the chance to feel known, connected, and inspired to give again**

GET STARTED: SEE WHAT YOU'RE MISSING

Want to understand how many donors you're not engaging, and what that might be costing your organization?

Schedule a demo of Autonomous Fundraising to see how Version2.ai can help you:

- **Build a healthier, more scalable pipeline**
- **Increase donor participation and giving**
- **Align your team around engagement that truly supports your mission**

BOOK A DEMO

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