

ai4 

+ Mailchimp

AI4Love + Mailchimp

Your email program already creates useful signals every week. Campaign sends show who received each message. Opens and clicks show who continues to pay attention. Your team has built that engagement through steady communication, relevant stories, and thoughtful appeals.

AI4Love helps you make more of those signals.

The intelligence layer for nonprofit teams.

AI4Love reads Mailchimp engagement alongside giving, volunteering, and event history. It helps quiet-but-engaged supporters come into view. These may be people who open regularly, click when a topic matters to them, or stay connected even when they have not given recently.

AI4Love connects to Mailchimp with an API key. The connection is read-only. It reads contact lists, campaign sends, and open and click activity. It never modifies contacts, lists, or campaigns. It never reads payment or billing details. Your organization can revoke access at any time.

We surface. We never send.

AI4Love is a relationship intelligence layer for nonprofit teams. It connects to the systems you already use and brings activity together through a unified participation model. Nightly analysis agents look for meaningful patterns so your team can start the next day with clear, reviewable opportunities.



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What stays the same

Mailchimp remains your sending platform.

Your team continues to build and send campaigns in the system it knows. Your segments stay where they are. Your templates remain untouched. AI4Love does not replace the practical email work your team already does well.

Your workflow stays in your hands. Staff still choose the audience, shape the message, approve the final copy, and decide when to send. AI4Love adds context before those decisions. It does not take over the decisions themselves.

The connection is designed around clear boundaries. AI4Love reads approved activity through a read-only API key. It does not edit a contact record. It does not change a list. It does not alter a campaign. It does not access Mailchimp payment or billing information.

Your data also stays under your control. Supporter data remains in an organization-owned base. AI4Love keeps no independent supporter warehouse. If your organization disconnects the integration, it can revoke access at any time.

What AI4Love adds

AI4Love reads engagement signals nightly. It brings Mailchimp activity together with giving, volunteering, and event history through the unified participation model. This creates a fuller view of participation without asking staff to compare systems by hand.

The analysis looks for patterns using deterministic methods. It measures recency, frequency, trends, and thresholds. A language model does not decide whether a pattern exists. The math confirms the pattern first. Only then does a language model write the readable insight text.

That distinction matters. Every insight carries its reasoning. Staff can see why a supporter surfaced and review the activity behind the suggestion.

For example, AI4Love can surface supporters who open consistently but have not given recently. The insight includes the reasoning that brought them



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forward. Their email engagement can be considered alongside their giving, volunteering, and event history, giving staff useful context for the next step.

AI4Love can then prepare a draft for staff review. The draft is a starting point, not an automatic action. Staff decide whether the opportunity is relevant. They review the language, edit it, choose the right channel, and send only when they are ready.

This gives annual fund and communications teams a shared view of supporter attention. It credits the email program for the engagement it already creates and connects that work to the wider relationship history.

Ten questions to ask any AI vendor

Good AI governance starts with clear questions. These ten questions can help your fundraising, communications, operations, and leadership teams understand how a system handles supporter data and staff decisions.

1. Does the system store supporter data in its own warehouse, or does data stay in systems we control?
2. Is the integration read-only, or does the tool write to our CRM and email platform?
3. Does the system send messages to supporters on its own?
4. Is our data used to train AI models, confirmed in writing?
5. Which AI providers process our data, and what are their retention periods?
6. Are insights generated by statistical rules, or by a language model guessing?
7. What data does the AI see for each request?
8. What happens to our data when we disconnect?
9. Where does our data live, and is Canadian residency available?
10. What is logged, and what is the breach notification commitment?



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AI4Love publishes its answers to all ten questions in its public Trust Center at <https://ai4love-trust.vercel.app>.

Those answers include practical details about data control and AI processing. Supporter data stays in an organization-owned base, not an independent AI4Love supporter warehouse. Pattern detection is deterministic and based on recency, frequency, trends, and thresholds. The readable explanation comes after the pattern is confirmed.

AI4Love uses Anthropic and OpenAI at the API tier as AI sub-processors. Client data is not used for model training. Retention is up to 30 days by default, and zero-retention configurations are available by contract. Canadian data residency options exist.

What AI4Love will not do

AI4Love never writes back to source systems.

AI4Love never launches campaigns.

AI4Love never sends messages to supporters.

AI4Love drafts, staff review, edit, and send.

These commitments keep the team accountable for every supporter communication. AI4Love provides a clearer view of relationship activity and prepares useful material for consideration. Staff keep control of the record, the message, and the moment.

The goal is simple. Use the signals your organization already earns. Bring them together with the participation history you already hold. Surface timely opportunities with the reasoning attached. Then let experienced nonprofit staff make the call.

See what your email signals can reveal

Visit <https://ai4love.ca> or contact hello@ai4love.ca.



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