

# FACT SHEET



**What is boodleAI?** boodleAI is the leading provider of *artificial intelligence assistants* that help nonprofits fix their data, find likely donors, and fundraise smarter.

- What does boodleAI do?**
- Enable peer-to-peer fundraisers to acquire new donors who look like the nonprofit's best donors (**boodleP2P**)
  - Enable development staff to identify and message donors faster, better, and easier (**boodlePRO**)
  - Fix their messy data through identity resolution (**boodleFIX**)
  - Create look-alike models that find people who look like a nonprofit's target audience (**boodleFIND**)

- Who leads boodleAI?** boodleAI is led by experienced entrepreneurs, technologists, and nonprofit fundraisers:
- Shawn Olds, Co-founder and CEO. [Bio.](#)
  - France Hoang, Co-founder and Chief Strategy Officer. [Bio.](#)
  - Eric Okimoto, Co-founder and COO. [Bio.](#)
  - Ansel Teng, CTO. [Bio.](#)
  - Maureen Devine-Ahl, VP Growth. [Bio.](#)

**Why does AI matter to nonprofits?** Nonprofits fundraise in a world being transformed by AI. The future of nonprofit fundraising is human-AI teams. [More info.](#)

- What results has boodleAI had?**
- increase nonprofit email donation rates 100x the average
  - decrease nonprofit donor acquisition costs up to 90%
  - acquired a \$1,000 new donor in 10 minutes, raised \$3,600 in new donations in one hour, raised \$10,000 in one week

**Are there videos that explain boodleAI?** [Introduction to boodleAI](#)  
[Fundraiser Getting Started Video](#)  
[How Does the AI in boodleAI Work?](#)

**Website?** [www.boodle.ai](http://www.boodle.ai)

**Media Contact?** Yasmin Zand, [yasmin@boodle.ai](mailto:yasmin@boodle.ai), (703) 995-5081