

Charitable fundraising and AI

07 March 2024

The International Fundraising Thinktank Rogare published a report on the [ethics of using artificial intelligence \(AI\) in fundraising](#).

The report very clearly discourages charities from entrusting fundraising issues exclusively to AI because AI does not currently have access to sufficiently sophisticated knowledge of the ethics of fundraising to be able to make ethical decisions.

As a result, human oversight is needed to ensure any use of AI in fundraising practice is done ethically and in accordance with best practice and regulatory codes.

Contents

[Charity law update – March 2024](#)

[Nearly all provisions of the Charities Act 2022 are now in force](#)

[New Charity Commission donations guidance](#)

[Charitable fundraising and AI](#)

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