



EKKO

The system behind impactful
organizations

Arpit Ahluwalia
Yuze Li
Meha Jain
Yasmeen Masri



Hi, I am Riko
from Provide Food NYC





Call Caterer

Confirm Speakers

FOOD DRIVE May 18!

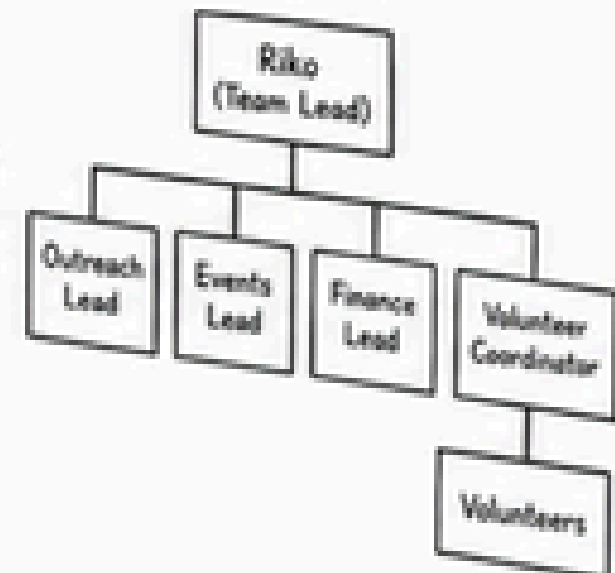
Press Release draft

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MEETING AGENDA

- Volunteer Update
- Fundraising Progress
- Event Planning
- Outreach Strategy
- Next Steps

TEAM ORG CHART



VOLUNTEER SCHEDULE

DATE	SHIFT	VOLUNTEERS
MON	9AM-12PM	5
MON	1PM-5PM	4
TUE	9AM-12PM	6
TUE	1PM-5PM	5
WED	9AM-12PM	4
WED	1PM-5PM	6
THU	9AM-12PM	5
THU	1PM-5PM	4
FRI	9AM-12PM	6
FRI	1PM-5PM	5
SAT	9AM-12PM	8
SAT	1PM-5PM	7
SUN	9AM-12PM	6
SUN	1PM-5PM	6

FUNDRAISING BUDGET

Donations	\$125,000
Grants	\$75,000
Events	\$45,000
Merch	\$10,000
TOTAL	\$255,000

PROJECT TIMELINE

Planning

Outreach

Event Prep

Event Day

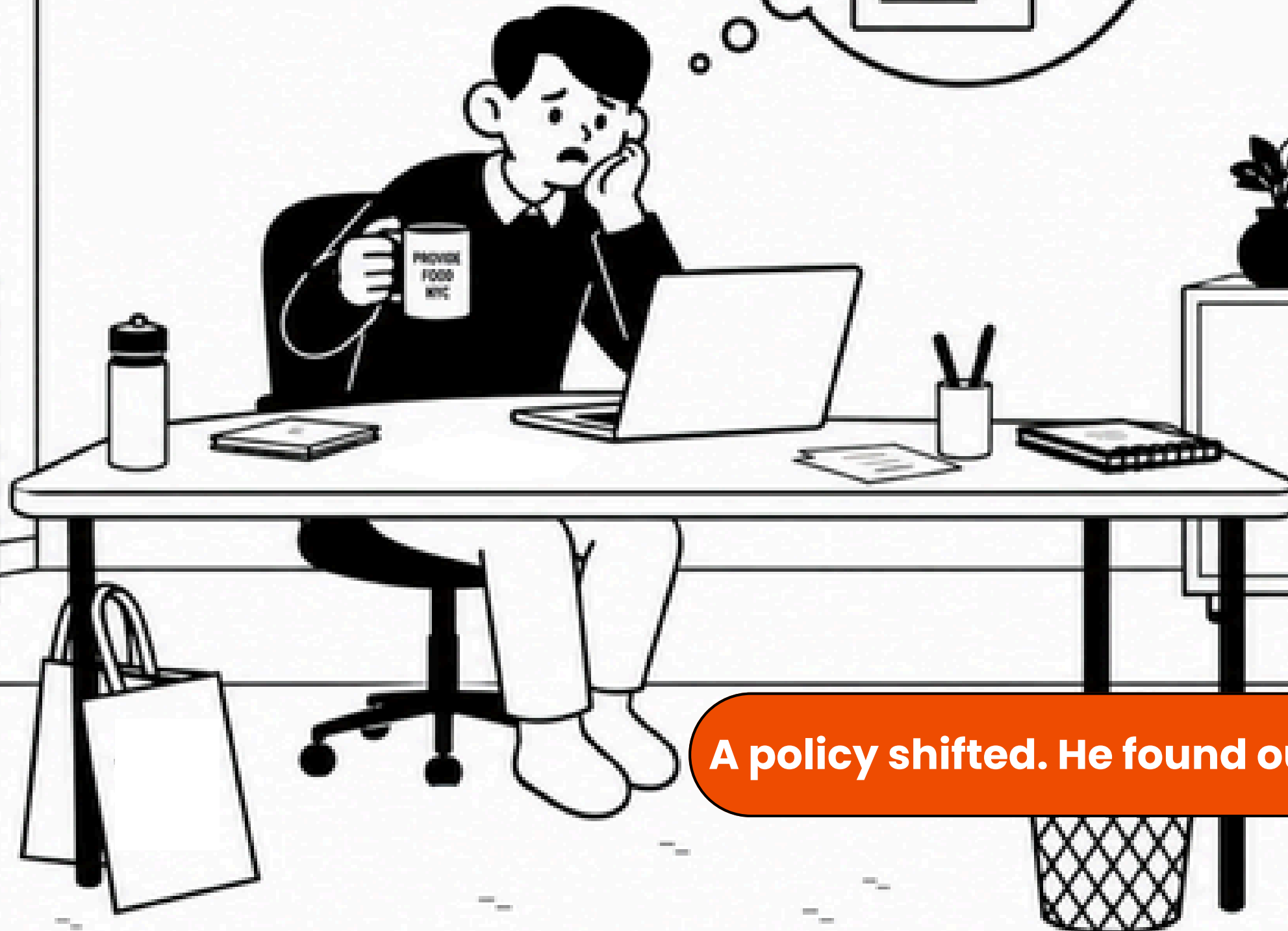
Follow Up

Stay on track!

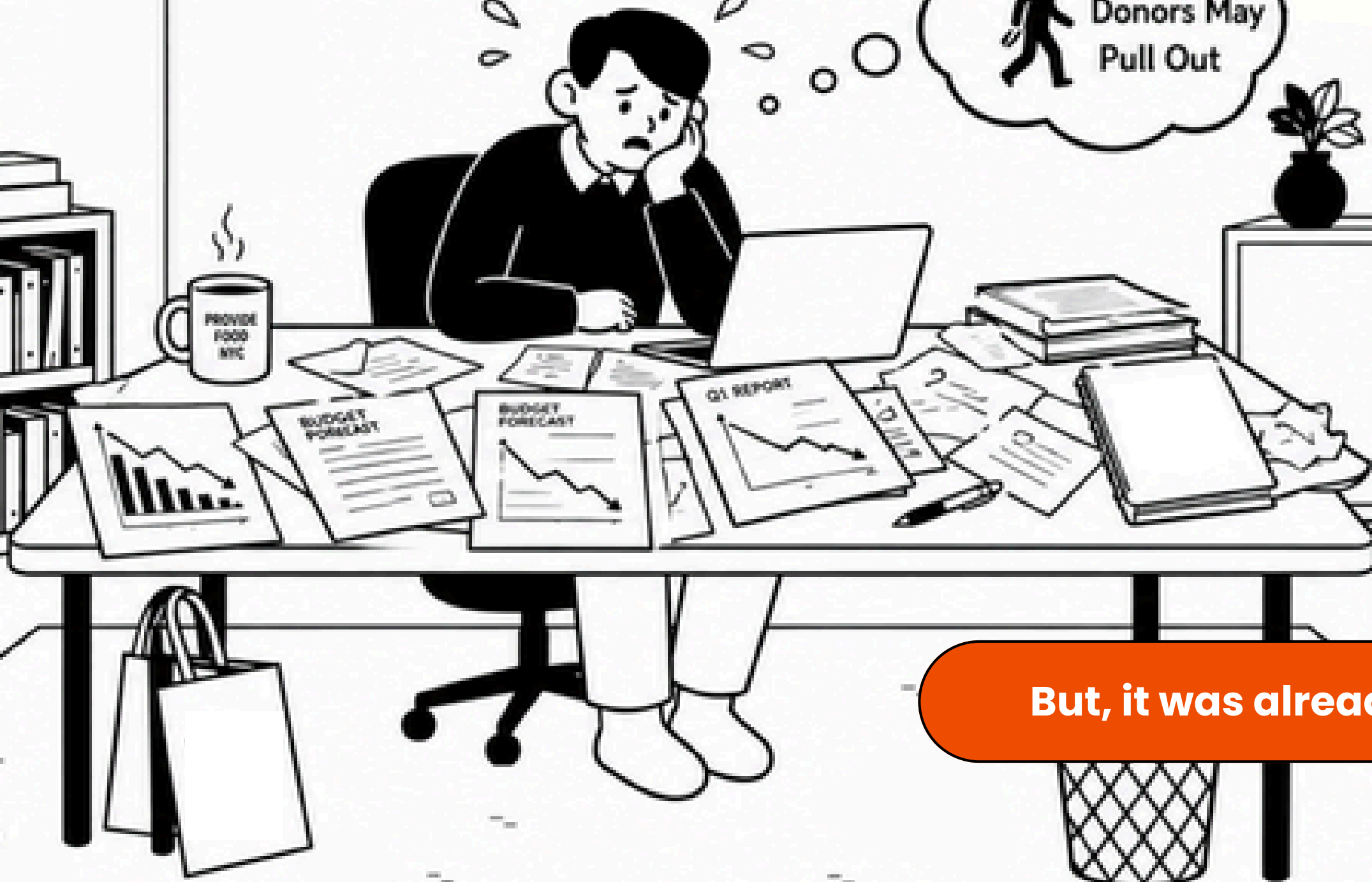
His day looks like this



One day, something changed.



A policy shifted. He found out... after it happened.



But, it was already too late.



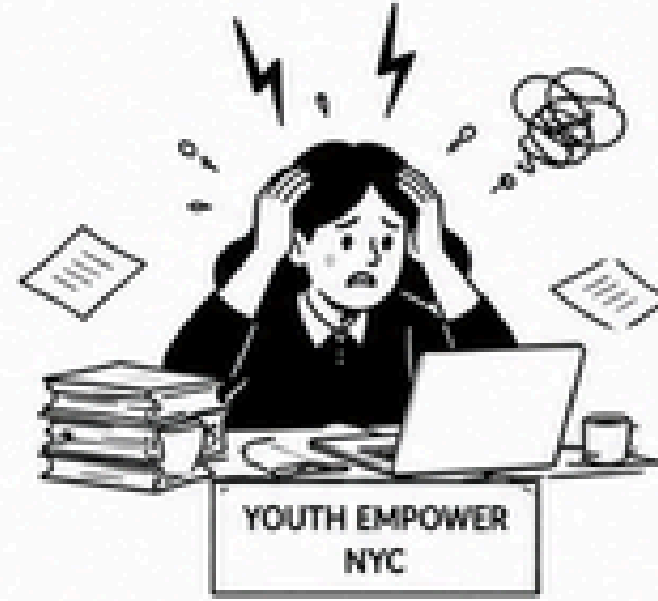
Who do we talk to?

What should we say & how?

What does this mean?

PROVIDE FOOD NYC
DONOR BREAKDOWN
EXPENSES OVERVIEW
CAMPAIGN TIMELINE
MONTHLY BUDGET
FUNDRAISING PROGRESS
What now? What can we do?

Riko is overwhelmed, frustrated & unsure



YOUTH EMPOWER NYC



COMMUNITY HEALTH ALLIANCE



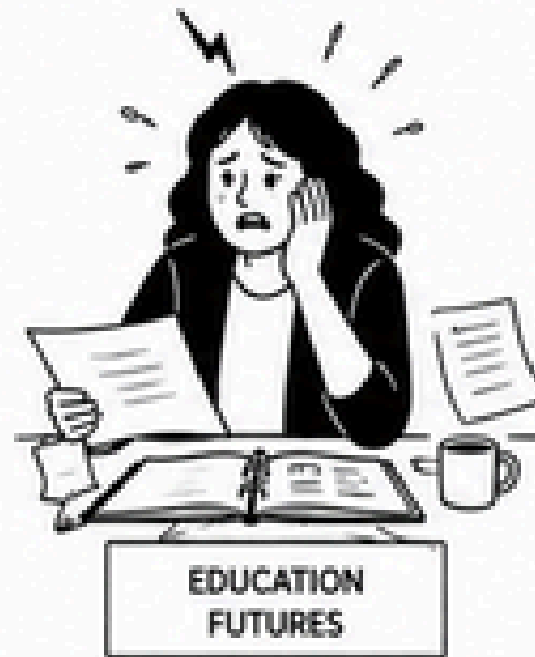
FOOD ACCESS PARTNERS



SENIOR SUPPORT NETWORK



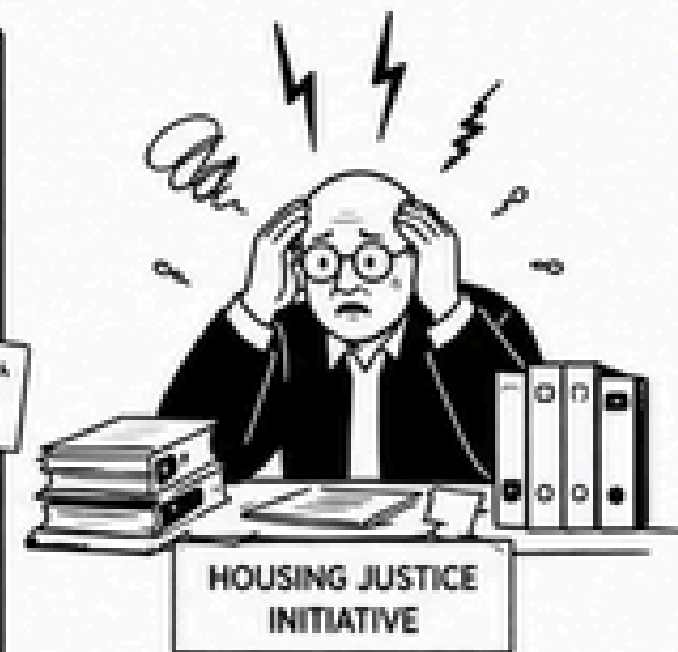
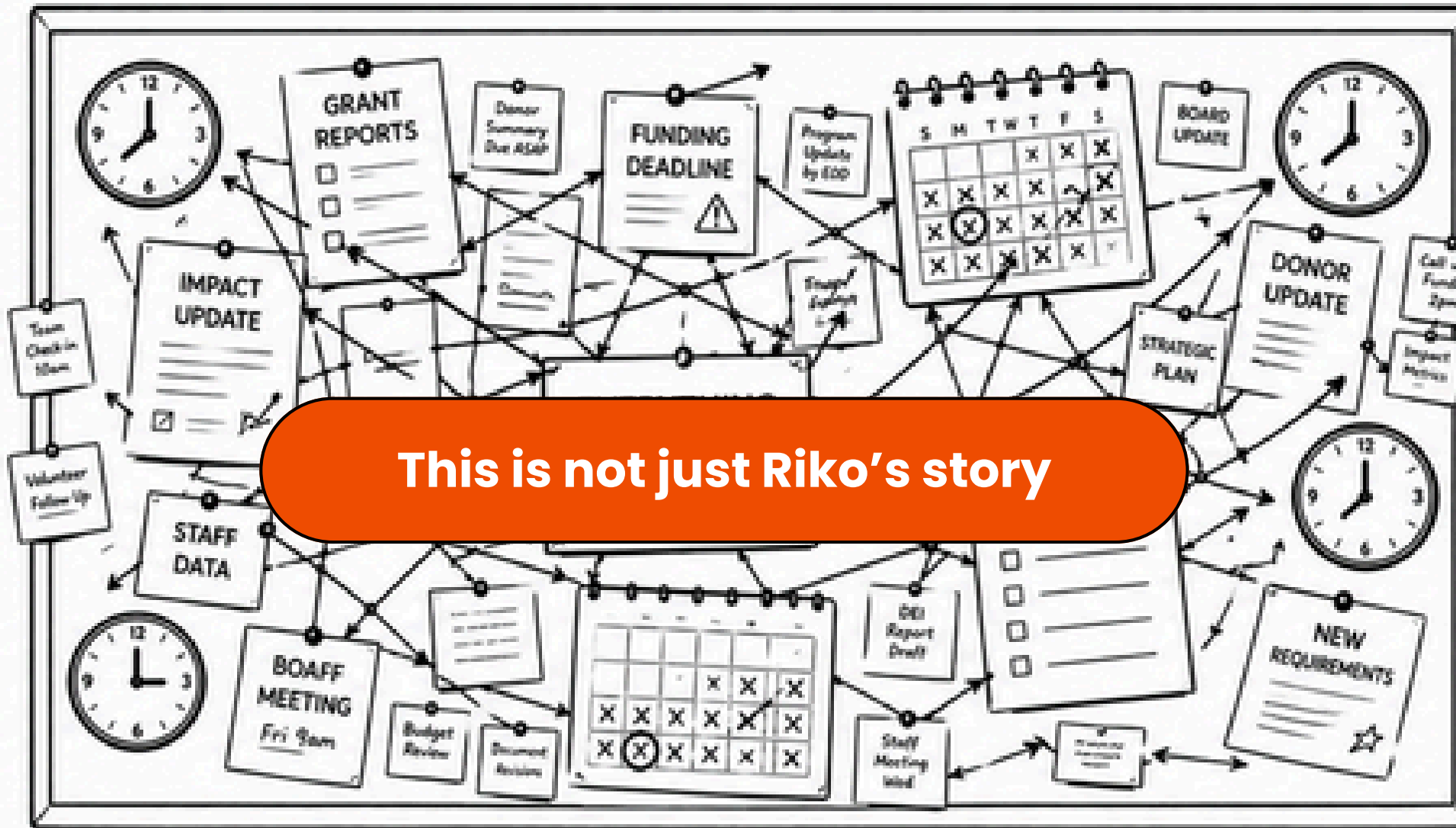
ARTS FOR CHANGE



EDUCATION FUTURES



LEGAL AID CONNECT



HOUSING JUSTICE INITIATIVE

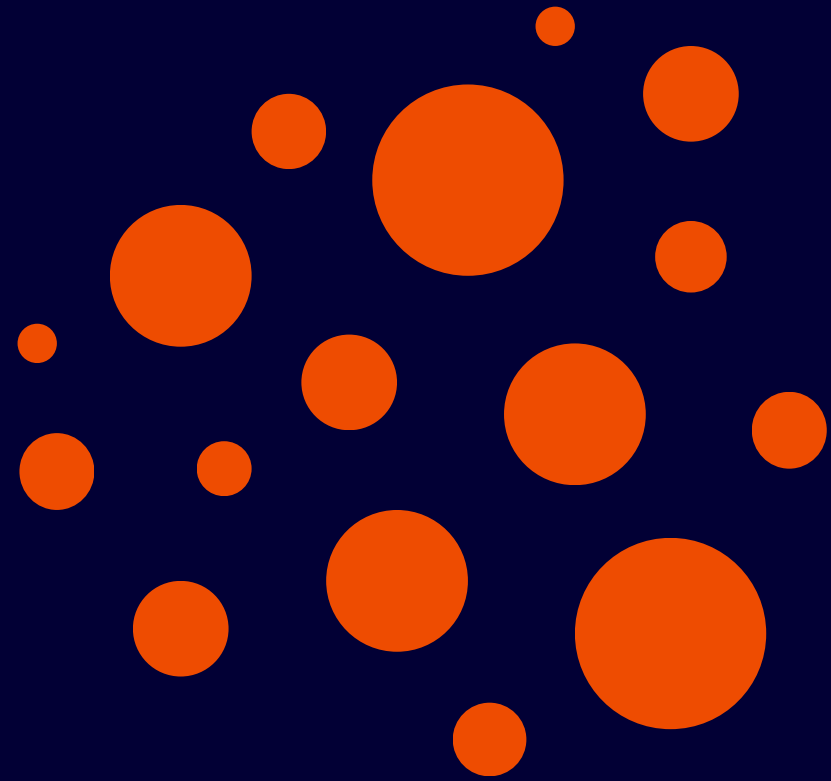


ENVIRONMENTAL ACTION FUND



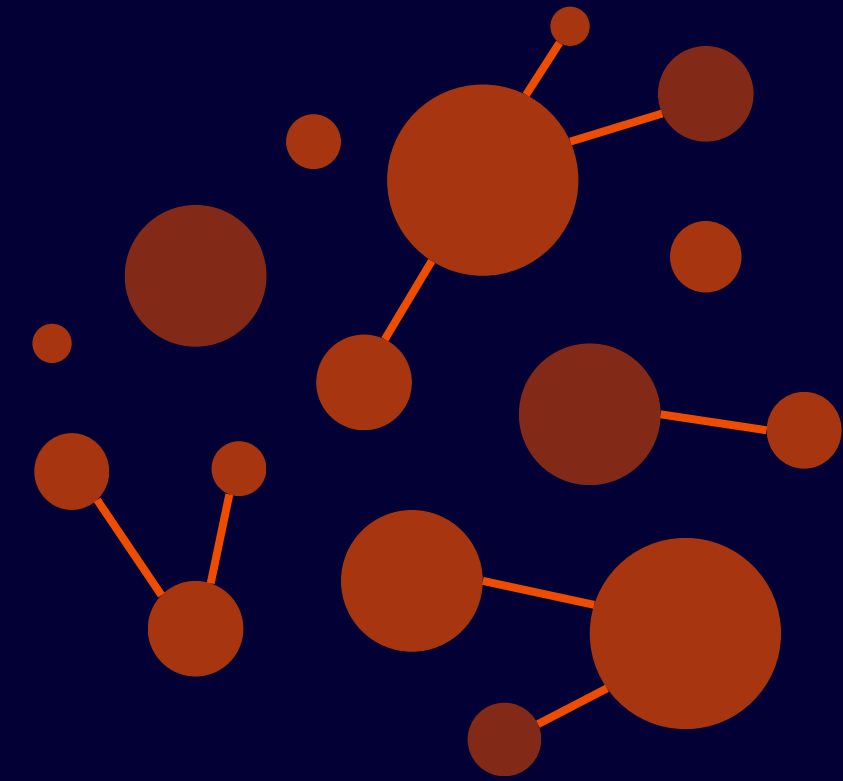
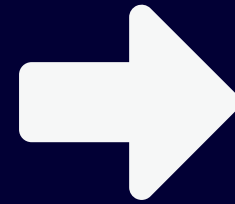
Thousands of employees working
at non-profits face this everyday.

It's a systemic
problem.



Scattered data

76% of nonprofits lack a data strategy
~ [Salesforce report, 2021](#)



Diluted impact

Nonprofits operate on fragmented, disconnected data spread across tools, teams, and sources.



From 17+ interviews

“Everything is not just scattered, it's also incomplete.”

~ Yasmina Guerda, Policy & Advocacy Lead, ActionAid

“We *re-invent* the wheel everytime.”

~ Ayah Younis, Technical Delivery Lead, IRC & UNDP



Decisions driven by instinct, not data

Time lost in rework and duplication

Missed signals → missed opportunities



Policy doesn't wait. Nonprofits are left reacting.

Rapid changes can reshape funding, eligibility, and operations overnight. Yet, nonprofits have no reliable way to track, interpret, or act on them in real time.



“Engaging in policy matters has to be done in a **strategic** & thoughtful manner.”

~ Steve Sosbee, Executive Director,
HEAL Palestine

Nearly *half* say policy has negatively impacted their organization.

~ [CSS Philanthropy](#).

n= 618

“There is no tool that does this for us. We do manual tracking.”

~ Jane Doe, Communications
Coordinator, Action Against Hunger



When policy shifts, so
does *everything else*.

When policy shifts, donor & stakeholder messaging has to shift too, but without intelligence to guide it, nonprofits are guessing what will resonate and who to say it to.



40% of nonprofits have to adjust communication or language, in response to policy shift.

~ [CSS Philanthropy](#).
n= 319

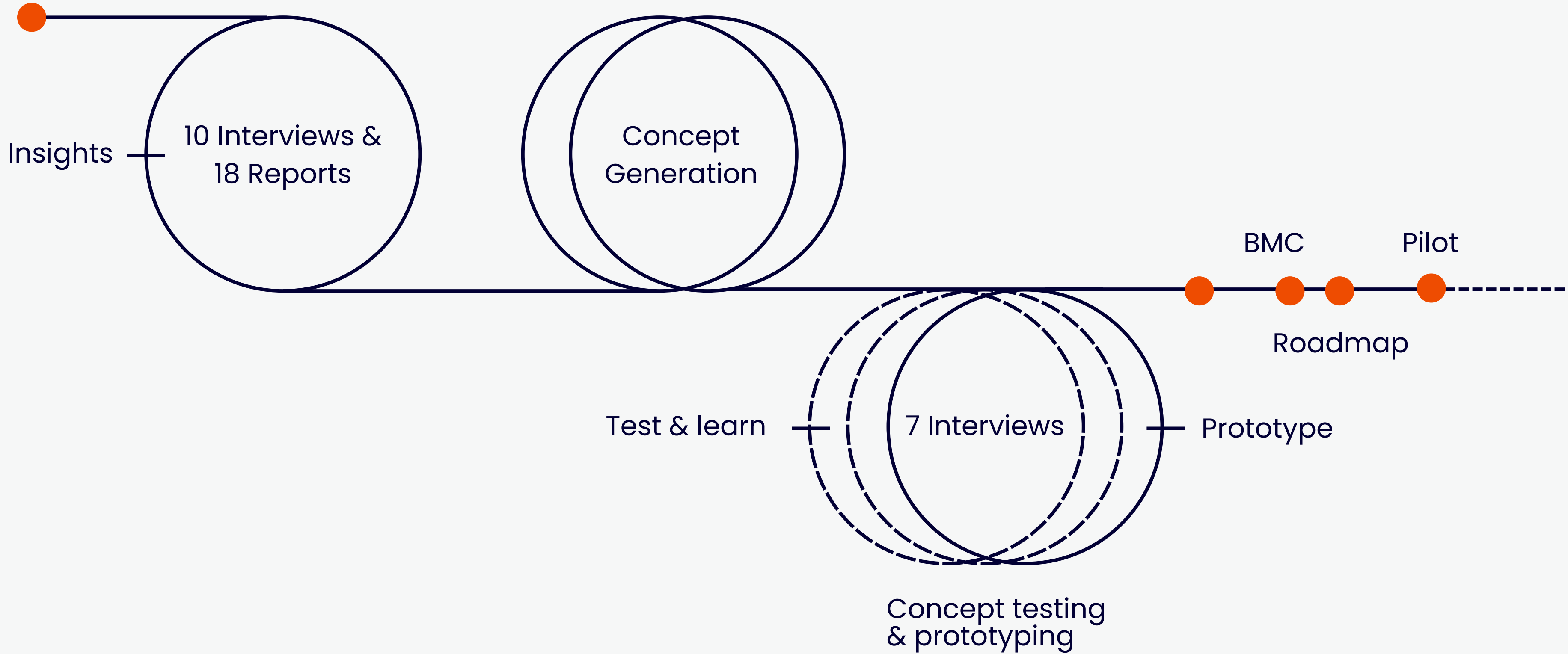
“Facilitate more interactive campaigns with narrative analysis, across platforms... currently relying on analog storytelling.”

~ Alexandra Bekker, Advocacy & program specialist, CHOICE for Youth & Sexuality

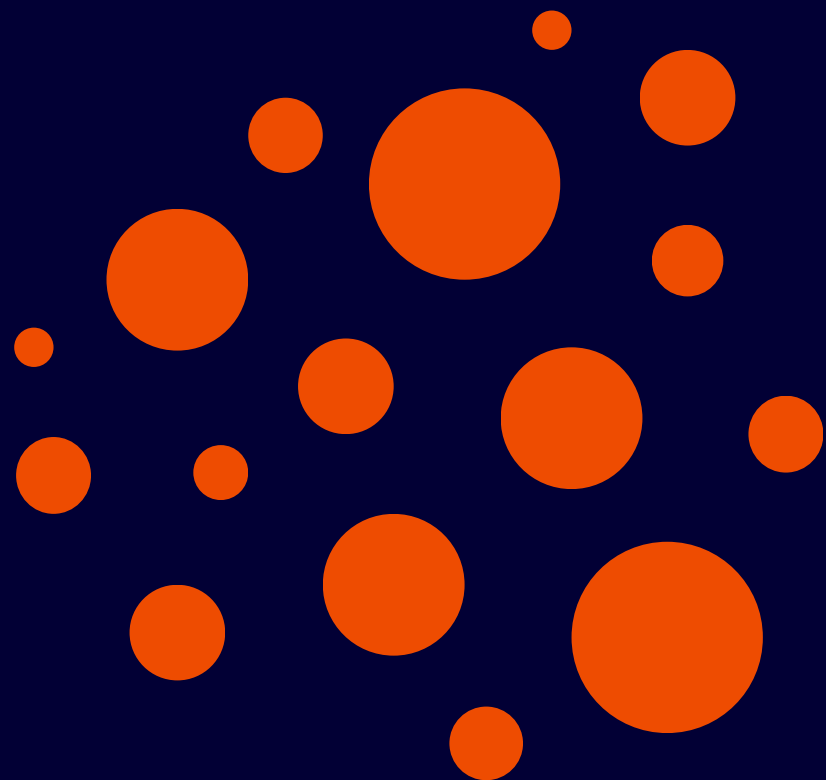


“The single biggest problem in communication is the illusion that it has taken place.”

-George Bernard Shaw



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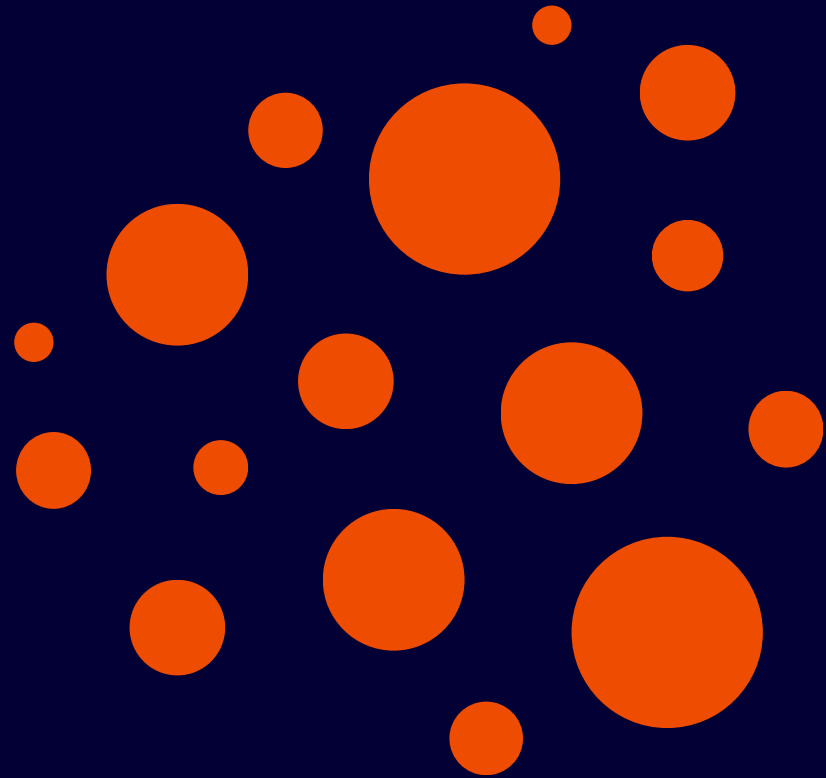
Scattered data



Actionable intelligence



Amplified impact



Tracks early policy signals

Maps stakeholders



Recommend & execute
communication
strategies



Social Enterprises



Mid-size Non-profit Organizations

Social & Civic Lawyers



Educational Institutions



Why now?



Appetite exists

52% of nonprofits have a positive outlook on AI, yet meaningful adoption remains rare. ([CSS Philanthropy](#))

Stakes are rising

Funding is shrinking. Competition is growing. Nonprofits that embrace technology & AI are reporting stronger revenue outcomes and higher impact. Those that don't are 3.5x more likely to see revenue decline. ([CSS Philanthropy](#), [Salesforce](#))

Market is underserved

1.9 million registered nonprofits in the US. Only 12% have fully integrated technology into their operations, but those who have are 4x more likely to achieve their mission goals. The sector is extremely underserved. ([Salesforce](#))



Communication Strategy

Sprout Social

HubSpot

Canva

Notion

Mailchimp

Asana

Hootsuite

Bloomberg

Gravyty

Quorum

Salesforce

Giveeffect

EKKO

Givebutter

Everytrue

PolicyNote

Politico Pro

Kindsight

Blackbaud

Federal Policy Tracker

GovHawk

Giveeffect

Candid

Brookings

Policy Change Radar

Donor CRM

Policy & Stakeholder Intelligence

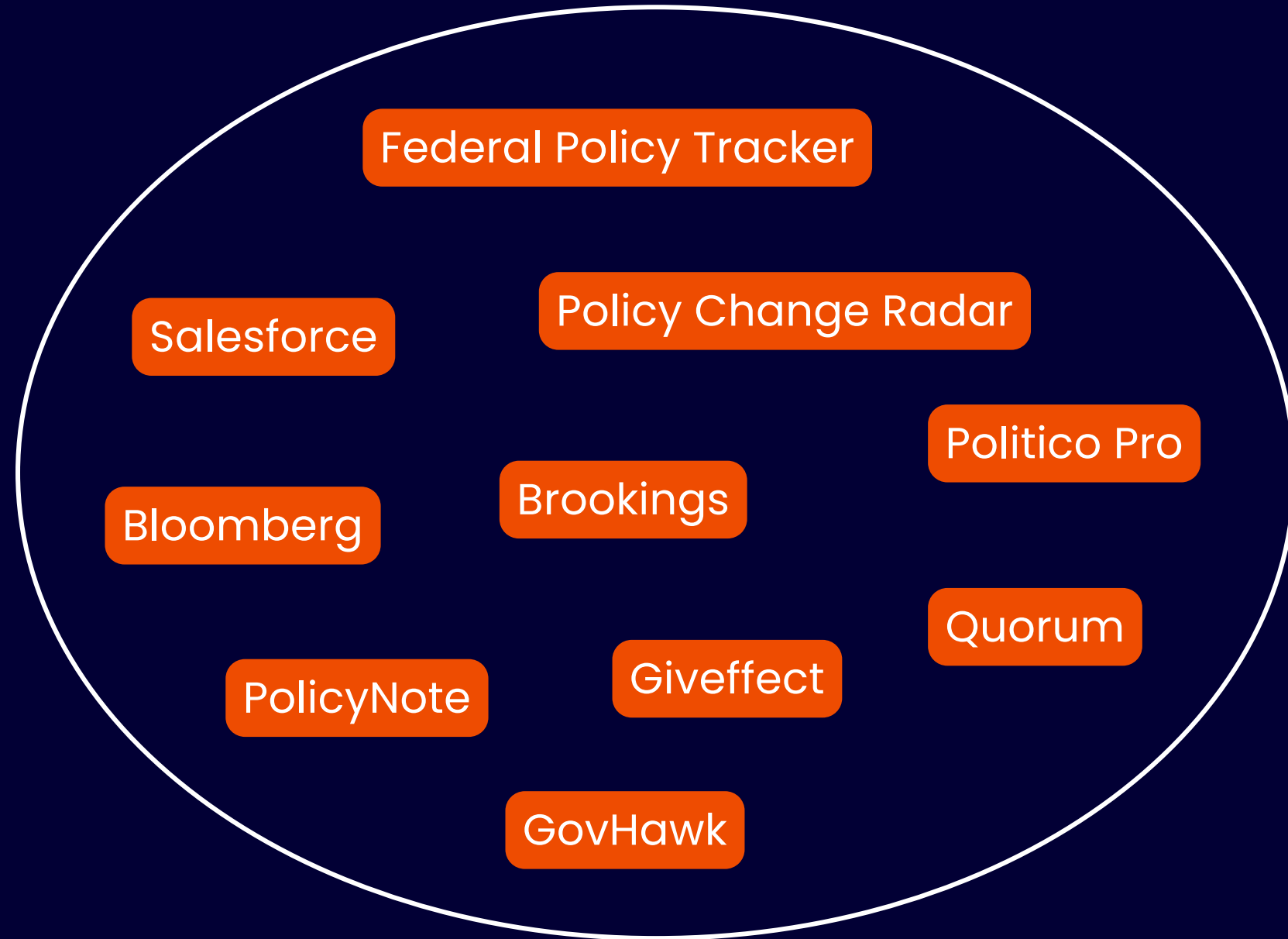


Strengths :

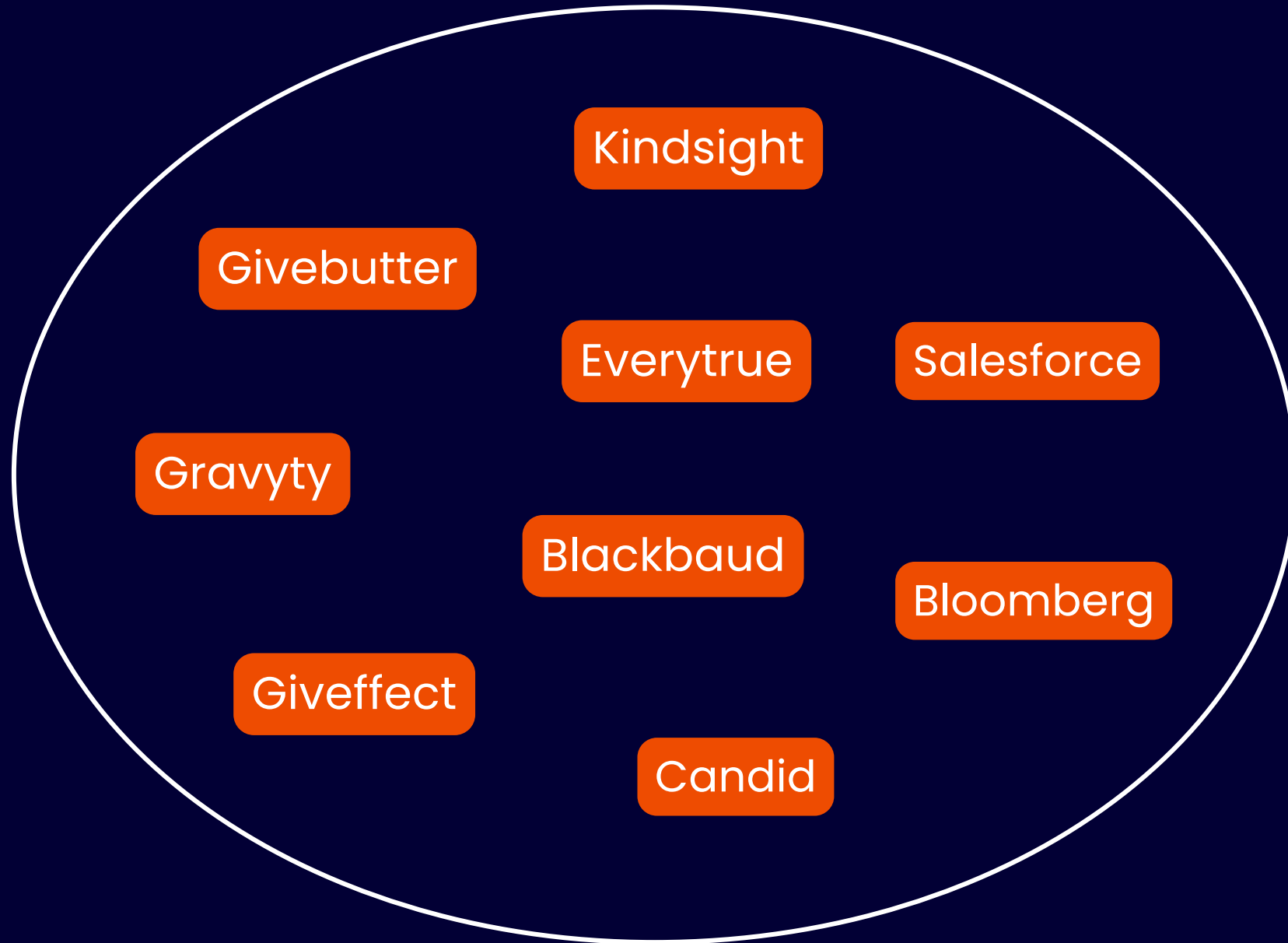
- 1. Broad coverage with timely updates
- 2. Customizable alerts by keyword, issue, or legislative activity
- 3. Access to authoritative and credible data sources

Weakness :

- 1. Tracking only – no decision-layer intelligence
- 2. High volume of alerts creates fatigue
- 3. High cost and accessibility barriers
- 4. Limited geographic and issue coverage



Policy & Stakeholder
Intelligence



Donor CRM

Strengths :

1. Core CRM + fundraising workflows
2. Many also ship "timeline" views (touchpoints, interactions)

Weakness :

1. It is still hard to answer: "What is the story of this donor, and what should I do next?"
2. Cost
3. Low explainability like "Why did this person score high?", low trust as fundraisers ignore scores they cannot validate,
4. Low insight-action as the system does not turn signals into a prioritized plan.

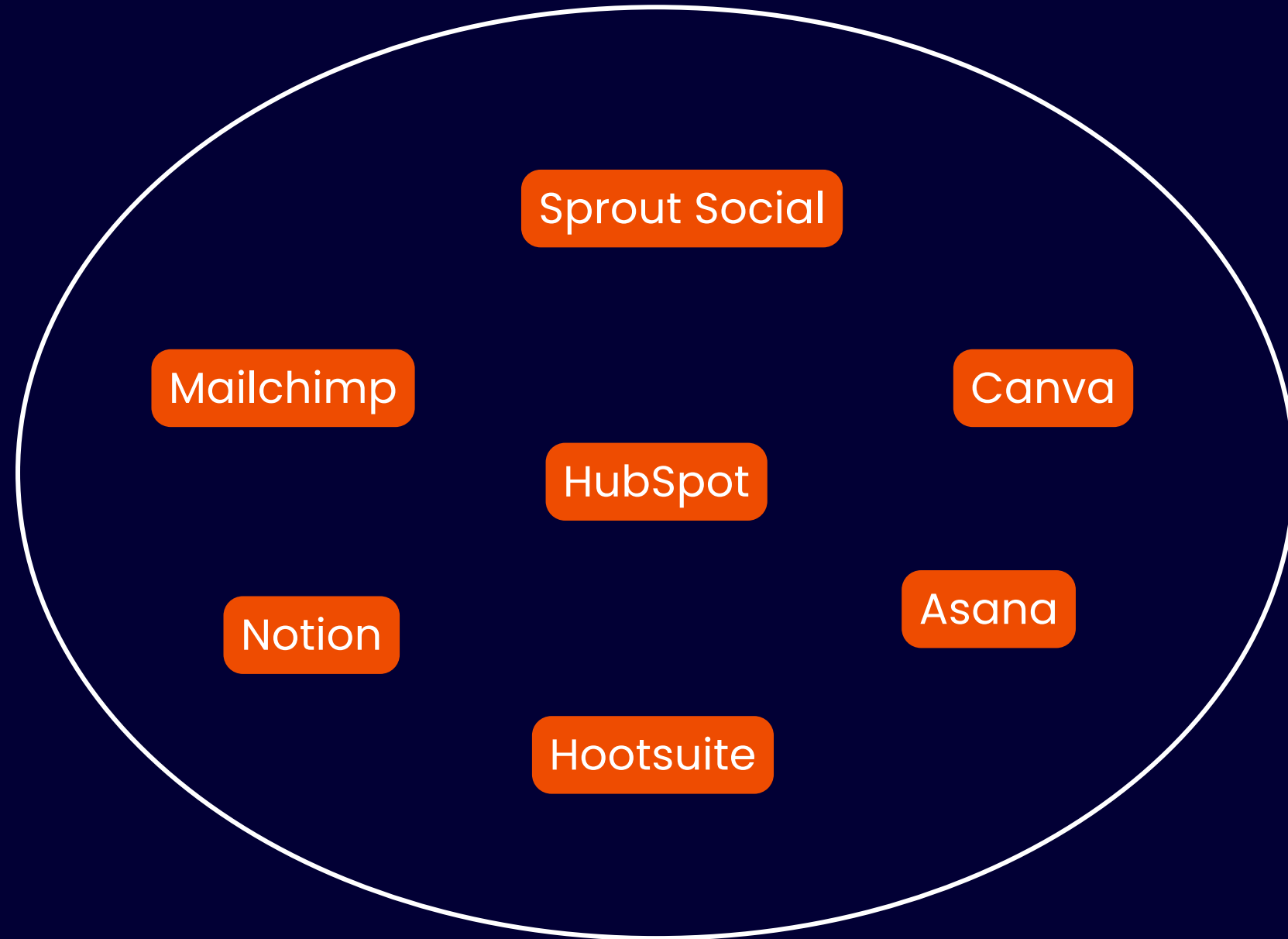


Strengths :

- 1. Mature and well-validated tools in their respective domains
- 2. Easy to adopt with low learning curves
- 3. Many offer nonprofit discounts

Weakness :

- 1. Isolated execution tools, not decision tools
- 2. Data is siloed across tools with no unified view
- 3. Not built for the nonprofit context



Communication Strategy



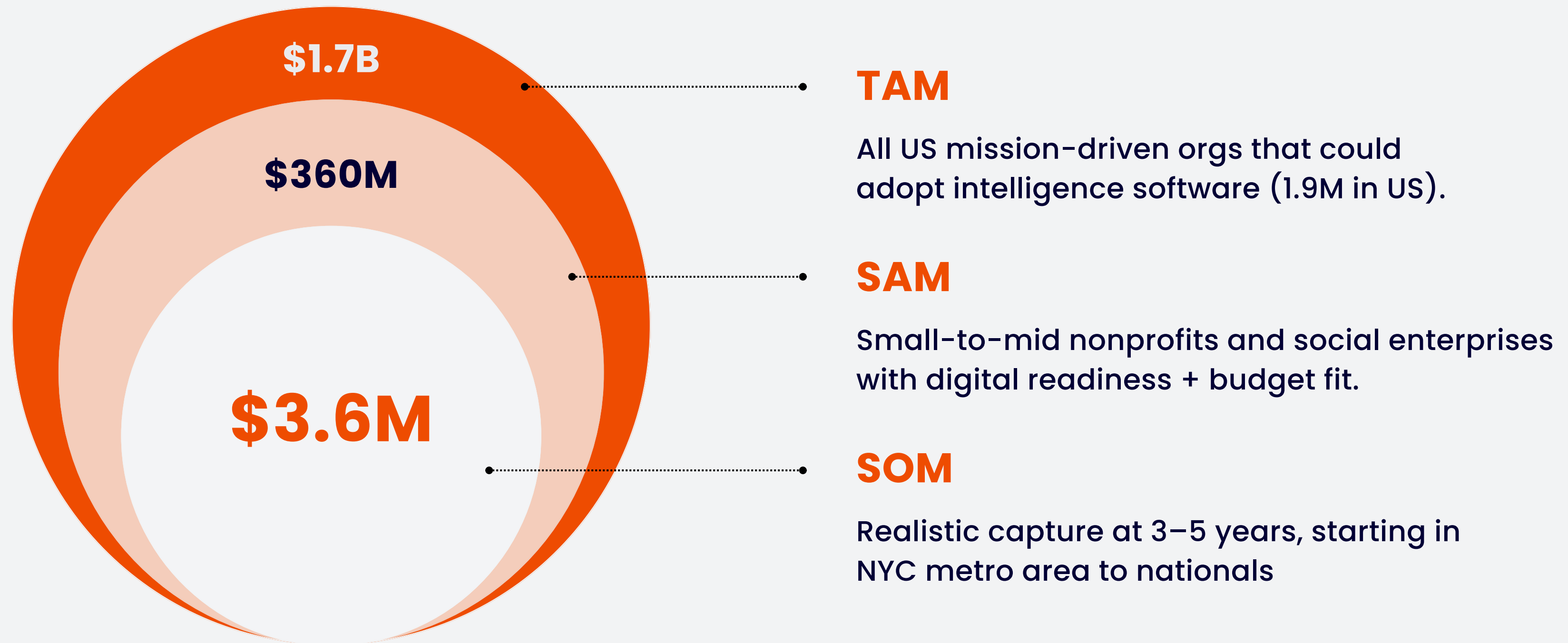
Capturing Value in a Growing Market

No existing solution combines signal tracking, stakeholder mapping, and communication strategy.

Ekko consolidates this into a single intelligence layer.



Market Opportunity



TAM

All US mission-driven orgs that could adopt intelligence software (1.9M in US).

SAM

Small-to-mid nonprofits and social enterprises with digital readiness + budget fit.

SOM

Realistic capture at 3–5 years, starting in NYC metro area to nationals



Subscription

Core Engine

Organizations pay to access real-time policy intelligence

- Policy tracking
- Signal prioritization
- Stakeholder mapping
- Communications
- Campaigns

Drives predictable, recurring revenue

\$100

Institutional Scale

Ekko scales across ecosystems, not just individual orgs.

- Educational Institutions
- Foundations funding multiple NGOs
- Coalitions / networks
- Social & civic lawyers

Unlocks large contracts and multi-organization adoption

Network Rates

Strategic Partnerships

- Campaign strategy recommendations
- Data audits
- Narrative & communication design
- Stakeholder engagement playbooks

Increases revenue per customer and embeds Ekko into decision-making workflows

\$2k-\$10K



5 Year Plan



Year 1
Product-Market fit

Year 2
Distribution leverage

Year 3
Data moat

Year 4
Deep embedding

Year 5
Category leadership

**SaaS +
strategic layer**

**Partnerships &
network
expansion**

**Knowledge
infrastructure**

**AI-driven
decision engine**

**Industry
standard**



Risks

Strategy

Seen as another tool



Focus on decision outcomes, not dashboards

Slow adoption



Start with high-urgency segments
(Food security & public health)

Data + Signals are strong
early on



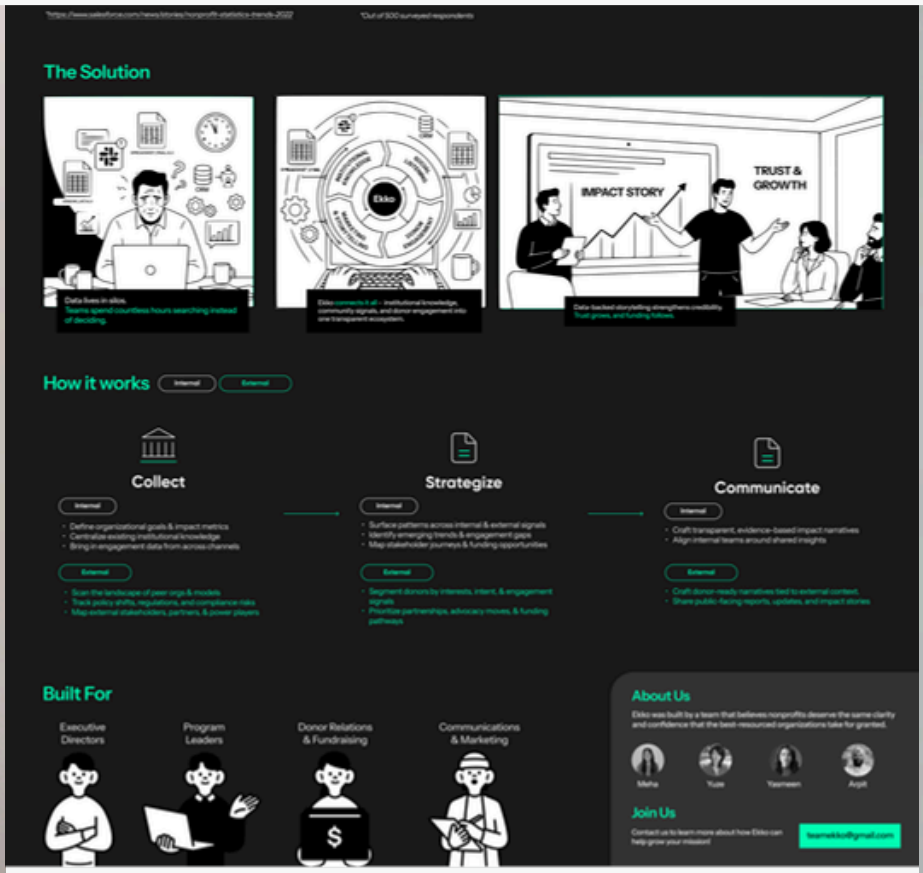
Data audits & management
through human curation



We've come a long way

EKKO:
 Synthesis & insights
 Next rounds of interviews
 goals + q& - cultural mindset shifts
 programs → behavior change + long-term
 campaigns
 policy
 marketing & storytelling
 - offline feedback
 - audience & impact
 Community involvement
 How feedback leads to evidence based practices
 ↳ actionable feedback
 ↳ impact of change in the org → transparency

MehAI
JAIN
 Social & civic organization
 - size: small to medium
 - location (based vs. impact)
 NYC, global / nation-wide
 Complementary tool. (growth partner)
 Social listening / sentiment analysis "online"
 "offline"
 data to make decisions
 org culture + digital transformation → barriers to evidence-based practices.
 Next steps
 ↳ Future interviews
 ↳ Outreach
 ↳ Synthesis + open questions → update discussion
 ↳ Survey for community





Meet the Team

Yuze Li

UI/UX

Arpit Ahluwalia

UI/UX

Meha Jain

Research, strategy

Yasmeen Masri

Research, strategy

Billu



Mocha





Lets build together

Explore our prototype



We're looking for engineers, data scientists interested in social impact, and nonprofits orgs to help bring Ekko to life!



Thank you!
Questions?



Appendix

DIGITAL MATURITY STAGES

Google BCG



Nascent

Campaign based execution mainly using external data and direct buys with limited link to sales



Emerging

Some use of owned data in automated media buying with single-channel optimisation and testing



Connected

Data integrated and activated across channels with demonstrated link to ROI or sales proxies



Multi-moment

Dynamic execution optimised towards single-customer business outcomes across channels



Insight #1: Decisions

Nonprofits generate data, but siloed systems block evidence-based decision making.

“ There’s often invisible or unconscious resistance among program managers and decision-makers within NGOs to make evidence-based decisions. They tend to rely on what they hear in meetings or on experiences from previous projects. **There’s little uptake of evidence-based insights into their work.** ”

TECHNICAL DELIVERY LEAD, IBO

Only 36% of nonprofit leaders are satisfied with their technology. Less than half feel they can make quick strategic decisions.

Yet, the 12% that are digitally mature are **4x more likely to achieve mission impact.**

SALESFORCE REPORT 2025

Insight #2: Execution

Even after decisions are made, nonprofits lack holistic visibility across online and offline supporter journeys.

Most nonprofits now operate in a hybrid fundraising model, combining digital and offline channels. 90% use digital fundraising, yet traditional methods remain critical.

*As channel mixes expand, many organizations **struggle to maintain a single, unified view of supporter engagement across systems.***

SALESFORCE REPORT 2025

06 We always start with desk research, which is like a stepping stone, and it's barely scratching the surface...

*What we really depend on is **ground research that helps us brings us closer to the communities that we need to work in.***

STRATEGY LEAD, PURPOSE

Insight #3: Trust

Communities lose trust when nonprofits fail to communicate outcomes and decision impact.

03 *Current approaches don't feel fully satisfying to communities, they don't feel heard, they feel like things are happening between close doors. They feel like council is **only telling them things to keep them informed rather than leveraging their ideas.***

HEAD OF DESIGN, PUBLIC POLICY LAB

04 *There was a moment for (the community) to look at the final product and provide input. Obviously, for a wider net, like social media analysis, that is really hard to do. **But it's really critical.***

PUBLIC INNOVATION LEAD & ETHICS PROFESSOR, PARSONS

Future Goal



Non-profit organizations engage with communities.



They find problems and create solutions.



Implement without closing the loop on impact

Mistrust



Communities feel extracted from and disengage

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MP007

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Lace Cap
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Kimchi
#ED4B00

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Deep Sea Exploration
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Nasalization

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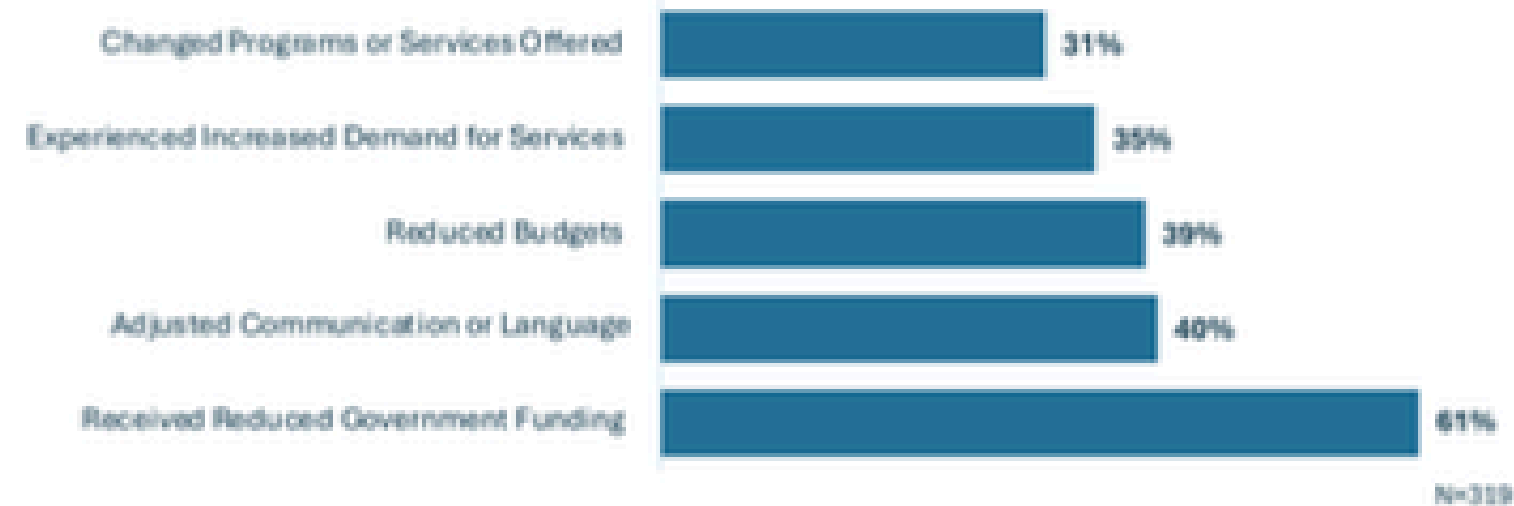
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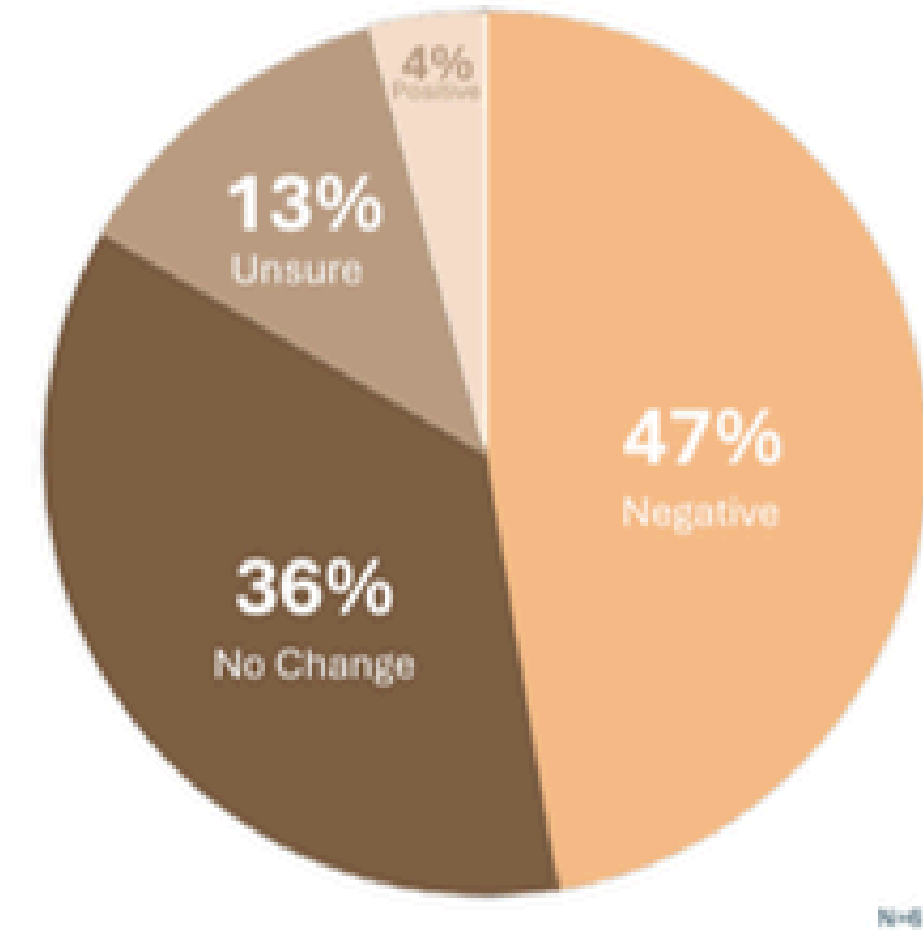
Government Policy Has Negatively Impacted Nearly Half of All Organizations, but Quick Adjustments Have Been Made

Recent government policies and regulations are exerting growing pressure on nonprofit organizations, with nearly half reporting a negative impact on their operations in the past year. Many organizations are grappling with how to adapt to new or changing policies, and have been quick to respond, often by revising programs, communications, and service delivery models.

TOP FIVE IMPACTS OF GOVERNMENT POLICIES/REGULATIONS



GOVERNMENT POLICY IMPACT ON ORGANIZATIONS



Expectations for government grants in 2026 have weakened significantly. The share of organizations anticipating a decrease rose sharply from 17% in 2025 to 45% expected in 2026, while just 3% report expecting an increase. Nearly 60% of respondents anticipate that state and regional grants will remain flat, though 30% expect a decline.



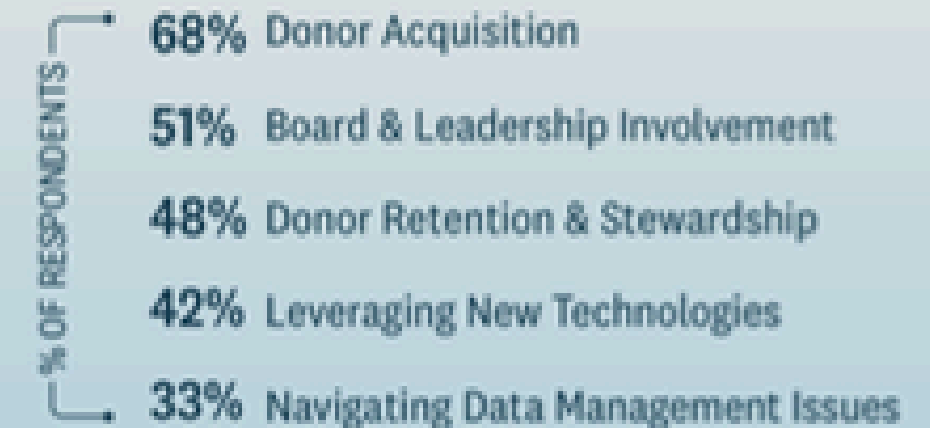
Donor Acquisition Remains a Top Challenge Despite Fundraising Landscape Shifts

As fundraising environments grow more complex, organizations are facing both persistent and intensifying challenges across core fundraising functions. Donor acquisition remains the most commonly-cited challenge, reported by 68% of respondents, followed by board and leadership involvement (51%) and donor retention and stewardship (48%).

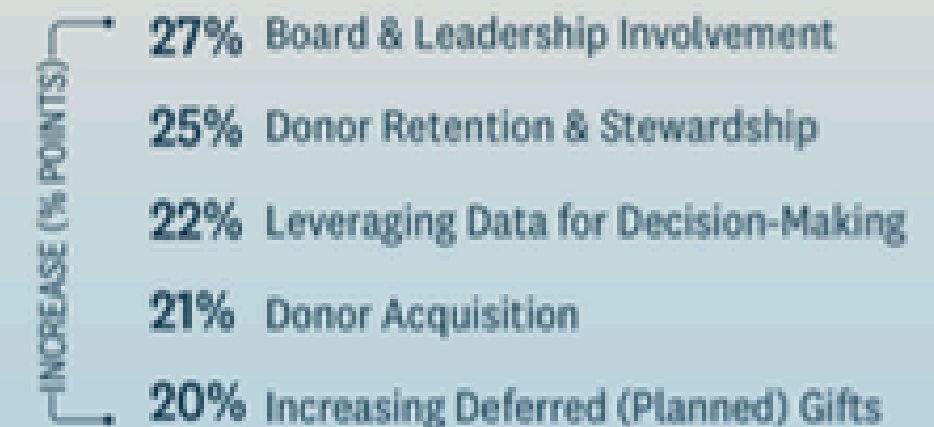
Board and leadership involvement shows the largest increase in challenge intensity (+27 percentage points), followed closely by donor retention and stewardship (+25 percentage points) and the need to better leverage data for decision-making (+22 percentage points).

These patterns suggest an industry navigating mounting pressure while also identifying where focused effort, leadership engagement, and operational investment will be most critical moving forward.

TOP FUNDRAISING CHALLENGES



TOP INCREASED CHALLENGES



Interest Is High, but Adoption Lags for AI Usage in Fundraising

Organizations commonly report that AI is helping streamline fundraising operations (50%) and enhance personalized donor engagement (49%). Leading nonprofits might consider leveraging AI for predictive insights, campaign support, and other techniques detailed in CCS's AI in Fundraising report.

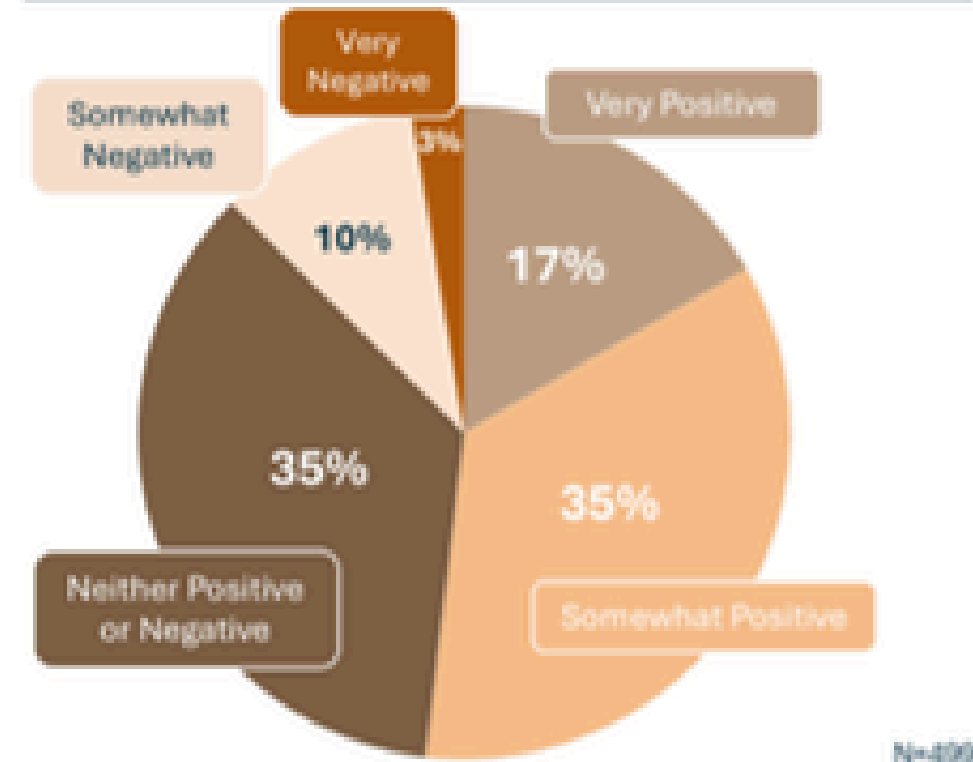
DILEMMA

Nonprofits are largely receptive to AI, with 52% reporting a positive outlook and 35% neutral, suggesting curiosity rather than resistance. However, this openness has not yet translated into meaningful adoption: 65% report no staff training, 71% lack an AI strategy group, and 57% have no formal guidelines. As a result, many organizations remain interested in AI's potential but lack the structures to use it consistently or confidently.

OPPORTUNITY

This gap between interest and adoption presents a clear opportunity. With close to or more than half of organizations not using AI at all, the challenge is not attitude but readiness. Organizations that invest in training, governance, and coordinated leadership can move beyond ad hoc experimentation—positioning AI as a practical tool to improve efficiency, insight, and long-term fundraising performance.

ORGANIZATION'S STANCE ON AI IN FUNDRAISING



ENGAGEMENT WITH AI & RELATED TECHNOLOGY IN LAST 12 MONTHS

