

EXECUTIVE BUSINESS CASE · NON-PROFITS

The cost of inaction for non-profits

Lapsed donors uncontacted and a missed year-end push are mission dollars left unraised.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

Resources are always tight. Lapsed donors go uncalled, the year-end appeal can't reach everyone by hand, and volunteer engagement drops without a coordinator — every quarter of delay costs giving.

What one quarter of waiting costs

Hidden cost	What it means in non-profits
Lapsed donors	Past supporters aren't reactivated at scale.
Missed campaigns	Year-end and annual appeals can't reach everyone.
Volunteer drop	Volunteers aren't recruited or retained without staff.
Thin resources	Every motion competes for scarce staff time.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the non-profits business case — book a demo at www.hirefinn.ai/bookademo

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