B4A DATA & AI STUDIO
DECISION INTELLIGENCE

PNP-04 · FUNDRAISING · COMMUNICATIONS · BD TEAMS

DATA STORYTELLING FROM THE B4A STUDIO

# The Story Pack.

**Can our evidence raise money?** One story from your own program or campaign data, told the way our public data stories are told: a clear finding, source-stamped charts and a short video, cleared for your channels.

**1**
story per pack, from your own data

**2-3**
source-stamped charts included

**1**
short video in the Studio style

**10**
working days from data to story

## WHAT YOU GET

**A written story with one clear finding.** The headline states it, the evidence carries it, your audience acts on it.

**Two or three source-stamped charts.** Built to be read in ten seconds and shared without losing their credit or their source.

**A short video for your channels.** Thirty to ninety seconds, in the style our public data series runs on every platform.

**Campaign-ready files.** Sized for LinkedIn, your website and your newsletter, with the data behind them documented.

**You have seen the demo already.** Our public data stories are this product, running on official data every week.

## HOW IT WORKS

01
**Send a note.** The decision you face and the data you hold.

02
**A 30-minute call.** Frame the question, agree the scope.

03
**10 working days.** AI explores, people decide, sources shown.

## WHAT A PACK CONTAINS

### One finding, three formats




ILLUSTRATIVE, FICTIONAL DATA · YOUR VERSION IS BUILT FROM YOUR RECORDS

B4A DATA & AI STUDIO BUILD4ABUNDANCE.COM

**Book a 30-minute discovery call**

PRICING ON REQUEST · FIXED FEE, AGREED BEFORE WORK BEGINS
CONTACT@BUILD4ABUNDANCE.COM

## WHO IT IS FOR

**Fundraising, communications and BD teams with a campaign to feed and evidence to hand.**

**Your evidence is already in the building.**
The data your programs collect can carry your next appeal. **One pack, one story, ten working days.**

Data → AI explores → **Humans decide.**

BUILD4ABUNDANCE.COM/STUDIO

B4A DATA & AI STUDIO
DECISION INTELLIGENCE

PNP-04 · FUNDRAISING · COMMUNICATIONS · BD TEAMS

# How your data becomes a decision.

You hand over simple exports, nothing more. AI does in hours what would take an analyst weeks: scanning every record, pattern and comparison at once. People then check what matters against the source, and you receive a clear recommendation, not a pile of tables.

Step 01
### What we collect
The campaign or program data behind the story you want to tell, as aggregates, plus your brand assets and the channels you publish on.

Step 02
### AI explores at scale
AI explores your data for the finding worth telling: the comparison, the trend, the number that stops a reader. People choose the story and check it.

Step 03
### People decide what is true
Every figure that matters is traced back to your records. A person reviews the findings and writes down what the data cannot tell you.

Step 04
### You decide with confidence
A story, charts and a video your team publishes the same week, with every figure traceable to your records.

**Data becomes information, information becomes knowledge, and knowledge becomes a decision.** AI does the sorting at a speed and scale no team can match. People decide what the numbers mean. That split is fixed, and it is why you can trust the result.

## Your data stays yours.

**No identifiable data leaves your systems.** We work from aggregated exports: groups, segments and totals, never individual donors or clients.

**Never used to train AI models.** Your data is used for your project only, inside tools with training switched off.

**Agreed before anything moves.** What data is shared, where it is held and who sees it is written down before work begins.

**Deleted when you ask.** Working copies are removed at the end of the engagement, on request, with confirmation.

**Why it matters:** the people you serve trusted you with their information. Our method is built so that trust is never put at risk, and your privacy officer can verify every step.

## Ethical AI, in writing.

**People stay accountable.** A named person signs off before anything reaches you or your board.

**Numbers come from sources, never from the model.** AI explores and compares; it never supplies a figure of its own.

**We say where AI was used.** In plain words, in every report, and on request at any time.

**We say what the data cannot show.** Every analysis carries its limits. An average is not anyone's odds.

**No harm.** No invented numbers or people, and stories about people are told with dignity.

**Part of something bigger.** The Story Pack is the voice of your Decision Layer: the always-current picture of your organization that the largest enterprises are now building. The same evidence that guides your decisions can carry your fundraising.

Book a 30-minute discovery call: calendly.com/j-habib01/30min
contact@build4abundance.com

Data → AI explores → **Humans decide.**