Research, AI, and Sensitivity

Building a fundraising campaign around a difficult topic



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Three women.
None of us full-time.

13 years of grief support across Slovakia

4 support groups, open 24/7

240 people a year on weekend stays

80 children in our summer camps

100s of calls, emails and messages a year asking for help after a loss

Everything free of charge. And zero data about the people we were asking to pay for it.





We stopped guessing

€800

for the fieldwork

1,010

adults, representative sample

5

questions — all the budget buys

Questions built with AI › **Brief** for the agency › **Panel** N = 1,010 › **Analysis** with AI › **Strategy** 6 documents › **Human filter** our mentor › **Campaign** 13 Sept 2026

How we chose the five

1. **Drafted the questions**

   with Claude

2. **Tested them on a simulated focus group**

   synthfolk.me

3. **Narrowed to five**

   why we ask each one, and what it is for

THE BLIND SPOT

People who lost no one themselves —
but whose friend did.

They did not know how to react.
We had left them out.

Now one of our main audiences.

→ **AI then wrote the brief for the research agency**

One dataset. Six documents.

What AI made out of 1,010 answers — in days, not months.

Statistical analysis

significance tested

Reading between the lines

what the numbers mean, in plain language

Communication strategy

what to say, and to whom

Fundraising strategy

where the money can come from

5 campaign concepts

each one ready to run

5 creative concepts

formats, visuals, tone

Three numbers that changed our mind

16.5 %

refused to answer at all

usual refusal rate: 4–8 %

57 / 53

others need professional help

but I would manage alone

17.1 %

want a personal story

practical information beats it

Letokruh života

“The Life Ring” — live since 13 September 2026

Time does not heal a broken ring.

People do.



The campaign includes:

- Donation page
- “What not to say” infographics
- Q&A with our founder
- A reel for each support group
- First newsletter in 13 years

Two key takeaways

1 AI puts real research within reach

- A national sample, even with a small team
- AI designs and tests the questions
- AI writes the brief, reads the results
- The data itself: €800

2 AI helps. People decide.

- AI gives more than you can use
- It cannot know your context
- Choosing and cutting stays human
- Every next step comes from people

Ten days in — live numbers go here

None of this would exist without **Peter Lenčo** and our mentor **Radka Nováková**. Thank you both ❤

Thank you

Happy to talk more over tea — or afterwards, by email.

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See the campaign

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