

FREQUENTLY ASKED QUESTIONS



TABLE OF CONTENTS

3	Getting Started
4	How It Works
6	Data, Privacy, & Ownership
7	Your Data & the Platform
8	Results & Impact
9	AI & Messaging
9	Pricing
10	Support

Getting Started

> **What is SimioAccelerate?**

SimioAccelerate is a self-service AI-powered donor intelligence platform built for nonprofit fundraising teams. It analyzes your donor file, surfaces high-value opportunities, and guides your team toward the actions most likely to grow revenue and donor relationships, all without needing a data science team or technical infrastructure.

> **How do I get started?**

Simply sign up for free at wearemoore.com/simioaccelerate, upload your donor file and giving history, and the platform gets to work immediately. There's no implementation team, no waiting period, and no complex setup.

You can go from upload to first insights in a single session.

> **What do I need before I can use the platform?**

Just a donor file in CSV (.csv) format. If you have donor names, contact information, and fundraising history in a CSV file, you have everything you need to begin.

You don't need a sophisticated CRM export or perfectly clean data.

> **What if my donor file is small?**

SimioAccelerate is built specifically for small and mid-sized nonprofits. Even a modest donor file benefits from being benchmarked against national-scale data. Common file formats are accepted via a CSV file and perform automated checks during upload. The platform also identifies opportunities to strengthen your data.

In many cases, smaller organizations see the biggest performance lift because you're likely going from little or no data intelligence to AI-powered insights in a single step.

How It Works

> **What does SimioAccelerate actually do with my donor data?**

Your donor file is benchmarked against SimioCloud's cooperative dataset of 120M+ individual donors and billions of transactions nationwide. The platform's agentic capabilities then identifies your highest-value prospects, surfaces upgrade opportunities, and recommends a prioritized action plan.

It also reduces wasted outreach, minimizes staff costs, and generates personalized email communications. Telling you not just what the data shows, but what to do next.

➤ **Does it just produce reports, or does it help me act?**

It goes well beyond reporting. SimioAccelerate moves from insight to execution inside a single workflow including intelligent audience segmentation, AI-generated email drafts tailored to each donor's giving history and potential, and guided next steps, all in one place.

➤ **How quickly will I see results?**

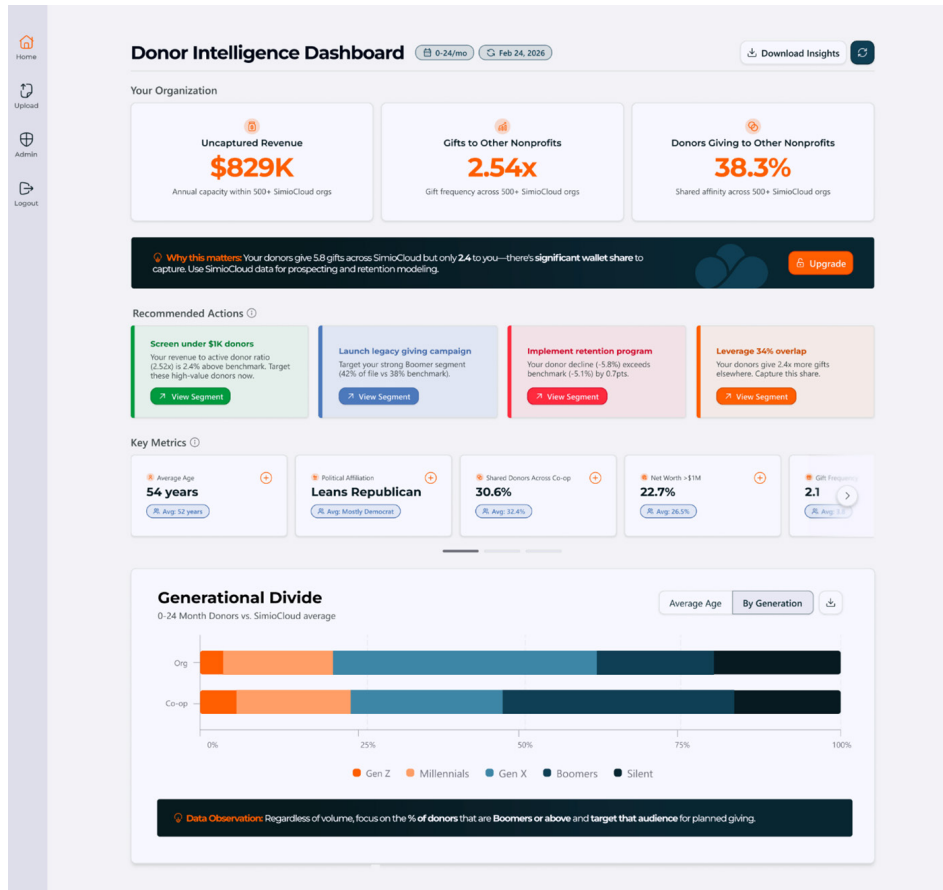
Immediately. The moment your donor file is uploaded, the AI begins analysis. There's no multi-week implementation or waiting period. You'll have actionable insights in your first session.

➤ **Do I need technical expertise to use this platform?**

No. The experience is guided with AI recommendations, clear dashboards, and intuitive workflows. You can upload data, view donor scores, explore trends in a BI dashboard, identify donor opportunities, and generate draft email campaigns.

➤ **What kind of AI-generated insights will I receive?**

The dashboard highlights important trends, risk areas, opportunities, and recommended actions to help you improve fundraising performance.



Data, Privacy, & Ownership

> Who owns my donor data once I upload it?

You do. Your organization retains full ownership of your donor data. SimioAccelerate uses it to generate insights for your organization only, it is not sold or shared with third parties outside the cooperative model framework.

For full details, refer to our privacy documentation.

CONTINUE TO NEXT PAGE

➤ **What is SimioCloud COOP, and should I be concerned about it?**

SimioCloud COOP is Moore's established cooperative donor dataset, built on mutual data sharing among nonprofit participants. It's the engine that powers the platform's national-scale benchmarking, predictive modeling and it's a model the nonprofit sector has trusted for years. Thousands of non-profits participation is what makes the powerful cross-sector comparisons possible.

➤ **How is my data kept secure?**

SimioAccelerate follows industry-standard privacy practices backed by Moore, one of the most established names in nonprofit data. Your data is encrypted and secured using enterprise-grade cloud infrastructure with role-based access and detailed audit logging.

If you have specific compliance or due diligence questions, please contact our team.

Your Data & the Platform

➤ **What if my data isn't clean or well-organized?**

That's okay. The platform performs automated data ingestion and quality checks, and highlights opportunities to enhance your data further. Clean enough to start is clean enough.

➤ **We already use a CRM (Bloomerang, Little Green Light, Salesforce NPSP, etc.). Do we need to replace it?**

No. SimioAccelerate is not a CRM replacement — it's the intelligence layer on top of your existing tools. Your CRM stores and organizes donor data; SimioAccelerate turns that data into prioritized action. The two work together.

➤ **We already use an analytics or reporting tool. How is this different?**

Most analytics tools provide dashboards and require your team to interpret the data and decide what to do. SimioAccelerate goes further: it identifies your highest-value donor opportunities and guides your team toward the specific actions most likely to drive revenue.

Results & Impact

➤ **What kind of results can we expect?**

Organizations using SimioAccelerate have seen up to an 85% improvement in response rates, 2x more major donors identified, and a 50% increase in average gift size. Results vary based on your donor file and engagement, but the platform is designed to show meaningful impact quickly.

➤ **How does SimioAccelerate help us raise more money?**

By identifying high-value and mid-level prospects, reducing wasted outreach, generating tailored donor communications, and guiding your team toward the next actions most likely to drive giving, so you spend less time guessing and more time building relationships that convert.

AI & Messaging

> **Can I trust the AI-generated donor messaging?**

The platform creates draft campaign communications informed by donor insights and predictive scoring — but your team always reviews, edits, and approves everything before it goes out. You stay in control; the AI just does the heavy lifting to get you started faster.

> **Do we need technical staff or data analysts to use this?**

No. SimioAccelerate is designed so that fundraisers — not data scientists — can use it independently. The AI handles the analysis, prioritization, and even drafts outreach. Your team's time goes toward acting on the recommendations, not building them.

Pricing

> **Is SimioAccelerate really free to start?**

Yes. You can sign up, upload your donor file, and see your donor intelligence at no cost. This gives you the chance to see the platform working against your actual data before making any financial commitment. Subscription tiers are available as your needs grow.

Support

> **What support is available after I sign up?**

The platform is designed to be self-guided from day one, AI surfaces recommendations and walks you through the process without requiring hand-holding. And because SimioAccelerate is built by Moore, you're not working with a faceless SaaS vendor. Our team is here if you need escalated support.

> **I signed up but haven't explored my results yet. Where do I start?**

Head back to the platform, your donor intelligence is ready and waiting. Start by reviewing your recommended actions dashboard, which will show you the highest-priority opportunities identified in your donor file.

> **Where can I learn more or see a walkthrough?**

Visit wearemoore.com/simioaccelerate for demos, walkthroughs, and additional resources. We always recommend uploading your own donor file when you're ready, the experience becomes far more meaningful when the platform is working with your actual data.

Have a question that isn't answered here? Contact our team at wearemoore.com/simioaccelerate.