

# Salvează o inimă Association Paves the Way for Efficient Fundraising with AI Integration

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**The “Salvează o inimă” Association, a non-profit dedicated to supporting children with critical medical needs, announces a groundbreaking initiative that leverages artificial intelligence (AI) to streamline fundraising campaigns.**

This innovative project tackles the urgency of securing life-saving surgeries and treatments for children facing complex medical conditions.

The AI integration aims to maximize the impact of every donation and provide prompt assistance to families in desperate need. The association has developed a mobile app that seamlessly connects with banks via APIs, enabling secure and convenient donations directly from the app. Donors receive instant confirmation via email or SMS, fostering a sense of transparency and trust.

“Artificial intelligence helps us make a real-time analysis of the situation in order to make rapid adjustments to the fundraising strategy, but it also allows us to offer donors information about the efficiency of the campaigns they have contributed to,” Vlad Plăcintă, president of the “Salvează o inimă” Association said.

The AI system generates personalized thank-you messages utilizing ChatGPT, fostering a deeper connection with donors. Additionally, the platform employs AI algorithms to analyze transaction patterns, ensuring the security of donations by identifying and promptly addressing unusual activities.

“Integrating artificial intelligence into our fundraising activities is an essential step to ensure that every child gets a chance at a healthy life. With the help of technology, we are more efficient, more transparent

and we can mobilize the community in an unprecedented way,” Vlad Plăcintă, president of the “Salvează o inimă” Association added.

The “Salvează o inimă” Association is supported by a network of trusted partners, including companies from the insurance and healthcare sectors. Their mission is to offer children critical medical treatments and raise awareness of these life-threatening illnesses, ultimately providing a chance for a brighter future.