

A dedicated AI Agent for InterVarsity MPD

Built to make your team a real learning organization – where every insight one staff member earns becomes available to all of them, in real time, in the moment they need it. Trained on InterVarsity's Ministry Partnership Development canon, available 24/7. Your coaching capacity stops spreading evenly across a growing roster and starts concentrating where it matters most.

What it is

A dedicated AI Agent – not a generic chat tool, not a wrapper on someone else's platform – trained specifically on InterVarsity's MPD canon: your curriculum, your training materials, your language, theology, and donor-relationship rhythms.

You provide the canon; the Agent becomes its expert. As your best practices evolve, the Agent stays current. The source of truth stays with you and your team – we just make it always-available, always-listening, always-ready.

Each CSM, Coach, and AD has a private, always-available conversational partner trained on the same MPD philosophy you'd want them learning anyway. You get the panoramic view of where the team is, what they're getting stuck on, and where one well-placed conversation from you would matter most.

Primary use: 20 of you, available everywhere

The Agent is the closest thing to giving every CSM, Coach, and AD their own dedicated version of you – one who has time, in the moment, to walk them through the same questions you'd ask, with the same standards you hold. Your judgment, your register, your rhythms – replicated at scale.

Where it lands hardest: new CSMs in their first 6-12 months. The steepest part of the learning curve usually happens by trying, falling, and getting coached after. The Agent shortens that loop. A new CSM can:

- Paste a draft appeal or follow-up email and get sharper alternatives – anchored in IV-MPD register, not generic fundraising-speak.
- Describe a stuck moment in writing – a hesitation, a conversation that's gone cold, a script that didn't land – and get the clarifying questions a strong MPD coach would ask, plus a concrete next move.
- Ask the Agent what your canon says about a specific situation ("how do we approach a first-time ask in a campus-staff context?") and get an answer rooted in your training materials, not generic fundraising-speak.

This is the layer you can't easily staff for: 24/7 availability, in-the-moment, in-context, before they've built the courage to call a senior coach. Time-to-fully-resourced shrinks meaningfully when the always-on layer is there.

Secondary capabilities

Real-time team propagation. When one CSM cracks a stuck moment – finds a phrasing that lands, a frame that finally connects, a sequence that converts a hesitation into a yes – that learning doesn't wait for the next training cycle to reach the rest of the team. The Agent captures the pattern, propagates it across the working surface in real time. Insights that used to require months of word-of-mouth + memory now spread within a day. A 50-person team starts behaving like a small one.

Real-time "unstuck" help. CSMs, Coaches, and ADs at every level – not just new – get hung up on specific moments: a hesitation, a conversation that's gone cold, a script that's not landing. The Agent helps them see what's actually going on and points to a concrete next move.

Accountability check-ins, set by you. Each person's check-in cadence is configurable by their supervising Coach – daily, weekly, event-triggered, whatever rhythm fits the moment. The Coach defines the cadence; the Agent delivers it on time, every time. *"What's stuck this week? Any wins to talk through?"* Help-seeking becomes normal because someone is actually asking.

Script tightening. Active drafts get a second pair of eyes – flagging jargon, asks-too-early, unclear value-prop, missed connections to motivation.

And what we can't yet imagine

The capabilities above are what we can describe today. The more interesting thing about an Agent built specifically on your canon is that it doesn't have to wait for us to specify every use case – the same flexibility that lets it learn your way of working lets it adapt to problems your team will surface that we haven't thought of yet.

The most useful patterns are usually the ones the people closest to the work discover, not the ones the people building the tool predicted. Emery and her team will find applications, framings, and rhythms we couldn't have written into a one-pager. When that happens during the ramp window, we build them in.

What you see

This is the part most MPD tooling gets wrong. CRMs are built for moving money through a pipeline, not for managing the humans doing the moving. Supervisors get reports about donors; they don't get reports about team progress, pattern, or pain.

Here you do.

A weekly digest of recurring themes across the team – without identifying individuals or any donor – so you know:

- What skills are weakest right now
- What kinds of moments are getting people stuck
- Where one focused intervention from you would have the highest leverage

For new CSMs specifically, you get regular detailed updates on their MPD progress – the conversations they're rehearsing, the scripts they're tightening, the asks they're working up to – surfaced as a coherent picture, not buried inside a CRM you have to actively dig through.

It's the panoramic view your direct reports can't compile for you on top of their actual work – and it's what lets you stop spreading your coaching attention thin across the team and start landing it where it changes the most.

What it explicitly does NOT do

- **Not a CRM replacement.** We're not here to replace your existing donor-management system. The Agent provides what donor-management systems were never designed to provide: a coaching layer on top of the pipeline, focused on the people doing the work – not on the donors flowing through it. Your CRM stays your CRM.
 - **No donor data.** No CRM integration, no giving-history scraping, no individual-donor-record access. The Agent helps with conversations and scripts; donor records stay where they live.
 - **No replacement for your direct coaching.** This is the always-on layer that catches the small stuck-moments and surfaces patterns. The high-stakes coaching, the hard performance conversations – that's still you. The Agent makes those moments rarer and your time more leveraged.
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Investment – ramp first, then launch

We don't believe in handing you a finished system on day one. The Agent only becomes truly *yours* once you've shaped it.

May 1 - June 30: \$500 / month (ramp). Two months of hands-on iteration. We ingest your MPD canon, configure the Agent against your team's actual rhythms, and let you and your Coaches shape it in real use – flagging what's working, what's missing, what needs to sound different. Anything that fits within the scope of the retainer, we build into the system during this window.

July 1 onward: \$2,000 / month (launch). The fully tuned Agent goes live for your team:

- Up to 50 users (CSMs, Coaches, ADs, and other MPD roles combined)
- 24/7 access for everyone doing MPD work
- Coach-configured check-in cadence per person
- Weekly aggregated panoramic digest for you
- Ongoing tuning as your team's themes continue to evolve

Cancel any time, no notice required. Applies during the ramp and at every point after. We believe in this enough not to need a lock-in.

What's not in v1 – but available when you're ready

- Larger team capacity beyond 50 users
- Live conversation rehearsal – interactive role-play for higher-stakes asks
- **Coach co-pilot during live consultations.** When you or one of your Coaches sit down with a staff member, an AI co-pilot quietly surfaces relevant history, pattern-matches across other staff who hit the same issue, and offers 2-3 follow-up moves the coach can pick from. Force-multiplies the senior coach without diluting the human relationship.
- **Real-time portfolio intelligence.** The Agent watches the team's progress patterns across all staff – catches where a CSM is approaching a tipping point, where a relational-triage moment is forming, where one focused intervention from you would prevent a downstream crisis. No more year-end "wait, X is underfunded" surprises.
- **Onboarding compression with measurable proficiency growth.** An MPD LMS with built-in proficiency-growth feedback over time. New-CSM onboarding compressed from 9 months toward 3-4. Each person's sharpening on the skills your canon names as core, surfaced as a coherent picture you can act on.

These build on the v1 surface; we introduce them once the core is humming.

Next step

If May 1 works as a ramp start, reach out to Ryan to lock the date. First week we ingest the MPD canon and stand up the Agent for a small initial group; weeks two through eight, we tune live with you and your Coaches in the loop. July 1 is the planned launch date; if the ramp surfaces a reason to delay, we delay.

Worst case: you spend \$1,000 over two months and decide it isn't right. Cancel, and we walk away clean. Best case: you have the team, the system, and the panoramic view you actually wanted, in your hands by mid-summer.

Reach out to Ryan to schedule.