



## Your Partner in Raising Funds

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# 18 Tips for Your Mid-Level Program



**1. Don't be afraid to ask in direct mail or email.**



*Even high dollar donors – better to ask than risk losing the donor.*

**2. Communicate with mid and large donors in all channels.**

*This gives the opportunity for the donor to renew through the channel they feel most comfortable.*



**3. The level of mid-level giving is how YOU define it.**

*It depends on the balance of your organization's donor pyramid.*



**4. Don't forget your cumulative donors!**

*Your small donors who give frequently may be mid-level candidates.*



**5. Even LARGE DONORS like small presents!**



*Include benefits for mid-level membership.*

**6. Give your mid-level donor group a name!**



*Make them feel like they are part of a special group.*

**7. Ask frequently! Even in thank you notes.**



*It works! Recency is the greatest predictor of giving.*

**8. Use a matching gift to entice a donor to upgrade substantially!**

$$\left[ \begin{array}{l} 1x = 2x \\ 2x = 4x \end{array} \right]$$

**9. Exchange your mid-level names to grow your file!**



**10. Go for the BIG upgrade!**

*Research your data to do so with certainty.*



**11. Find out why your donor gives to you and appeal to that.**

*The donor wants to feel important.*



**12. List your mid-level giving circles in your annual report!**



**13. Mail and email often.**

*It's all about catching the person at the right time and getting them to pay attention.*

**14. Create a mini-proposal for that new, exciting project.**



*Donors love to be a part of a special project.*

**15. No group is too small for a mid-level giving program.**

*Mid-level programs represent anywhere from*

**6 ... > 20%**  
*of annual giving.*

**16. Use all direct marketing channels.**

*Integration is key.*



**17. Don't forget to ask your volunteers to become mid-level stewards.**



*They're already engaged, all you have to do is ask!*



**18. Plant the seeds today!**

*It takes time to grow your program.*



**Raising Funds to Change the World**