

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!

[1x = 2x]
[2x = 4x]

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