

Building a Mid-level Donor Program

Do you have the right tools to build a Mid-Level Program?

Donors are more sophisticated than ever. To achieve maximum results, your messaging and relationship management should be as tailored as possible. Many organizations aren't quite sure what to do with this grouping of donors, or – sometimes – even how to identify them within the overall donor pool.

What's the right approach?

- 🔍 Keep them in the direct mail/marketing program?
- 🔍 Send them a special newsletter?
- 🔍 Treat them like major donors?

“Mid-level donors are critical to building a sustainable future for nonprofit organizations, and investing attention to this population makes a significant impact. The right strategy can increase giving by 30% when you know who to engage—and how.”

-Heather R. Hill, CNM, CFRE

Whether your organization has 500 or 50,000 donors, effectively engaging your mid-level donors is essential for the health and sustainability of your mission. A successful mid-level donor strategy is multi-faceted. A single “one-size-fits-all” approach simply won't work.

KEES can determine if you have the essential elements to formalize a Mid-Level Donor Program—or, if you already have a mid-level program in place, how you can best optimize it.

- 🔍 Assess the staffing and infrastructure needed to achieve a solid ROI
- 🔍 Identify current and best prospect mid-level donors hiding in the database
- 🔍 Determine appropriate engagement strategies for mid-level donor clusters based on behavioral analysis and donor feedback
- 🔍 Develop responsive plans to maximize retention and cultivate upgrades
- 🔍 Prioritize major donors in waiting for further qualification
- 🔍 Examine data points that will support adding a mid-level program to an existing Annual Fund and/or Major Gifts Program



[Contact us](#) today! We look forward to unlocking your organization's full potential.

