



ENORMOUS GIVING POTENTIAL LIES HIDDEN IN YOUR DONOR FILE. WE'LL HELP YOU FIND IT.

Looking for new major donors? We'll find them in your active donor file and bring out their full giving potential.

Research shows that mid-level donors often have the potential to give more often and at greater giving levels. They're also most likely to become future major donors.

The best news is they already know who you are. But without a way to analyze their giving behavior and lifestyle patterns, you might miss them.

We'll find these donors and deliver a series of timely and inspiring personal communications to win their hearts and promote major levels of giving.



WE MAJOR IN FINDING MAJOR DONORS

Our strategy is intelligently and purposefully designed to cultivate mid-level donors and inspire higher giving levels through a series of well-timed, multi-faceted, and data-driven impacts.



IDENTIFY

We extract and analyze your current donor file to identify mid-level donors with a higher giving potential.



MODEL

We built a model using 35 external variables—age, wealth, charitable giving history, location—to validate their giving potential.



SEGMENT

This model is used to rank high-potential donors and segment them into tiers for a series of strategic touches.



ENGAGE

We then launch a series of specific campaigns to each tier—handwritten notes, calls from gift officers, extraordinary asks, special invites, etc.



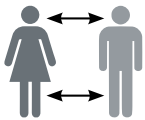
LIFT

Combining direct mail, digital, and contacts from your team, we will inspire your donors to commit to becoming regular, sustaining supporters.

MID-LEVEL DONOR CULTIVATION IS A WINNING FUNDRAISING STRATEGY



- ✓ Mid/major donors have the highest potential to become major donors and make a planned gift.
- ✓ These same donors have the greatest potential to provide matching gifts for your fundraising program.
- ✓ Mid/major donors can be the fastest way to boost your income.



Personal Interaction



Direct Mail



Best Results

PROVEN STRATEGIES FOR SUCCESS WITH YOUR MID/MAJOR DONORS



HANDWRITTEN NOTES

Never underestimate the value of a personalized letter. We'll send a heartfelt handwritten note expressing your appreciation to a targeted list of donors.



TARGETED LIST OF HIGH-VALUE DONORS

Our strategy identifies your highest-potential donors and provides a list so your mid/major gift officers can personally contact your future major donors.



SPECIAL APPEAL PACKAGES

Your lift strategy will include periodic appeals to mid-level donors designed to recognize their ongoing support and inspire them to higher giving levels.



EXTRAORDINARY ASKS

Some donors are just waiting to be asked to give extraordinarily. We encourage them with variable, specific ask arrays based on their giving history along with the opportunity to give beyond a typical ask.



DONOR CONNECTION SURVEYS

Your donors like to know they matter. Engaging with your mid-level donors through a survey offers great insight into how they see your Mission, why they love your Mission, and, most importantly, how loyal they are to your cause.



OTHER WAYS TO ENGAGE

Simply put, personal touches help mid-level donors feel like they're part of the inner circle. Try sending personalized thank you videos from your CEO, handwritten messages from your guests, or clips of children singing a hymn. Call just to say "thank you" or pray with your donor. Invite donors on private tours, to graduation ceremonies... even host special events for them virtually!

ACQUISITION | CULTIVATION | DIGITAL | MID/MAJOR

Let's
Talk!

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Your Mission.
Our Calling.
Raise More.

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