



Mid-Level Donors: Bridging the Gap Between Annual and Major Gifts

October 29, 2019

- Mid-level Donor (MLD) Overview: Who Are They?
- Top 5 Program Necessities
- Group Discussion
- 30 Day Plan
- Q&A

"Too many nonprofits are rewarded for how little they spend — not for what they get done."

— Dan Pallotta



MLD OVERVIEW: WHO ARE THEY?

Donors @
\$1k - \$10k



1% of
Donor
Population



1/3 of \$
Given



MLD OVERVIEW: WHO ARE THEY?

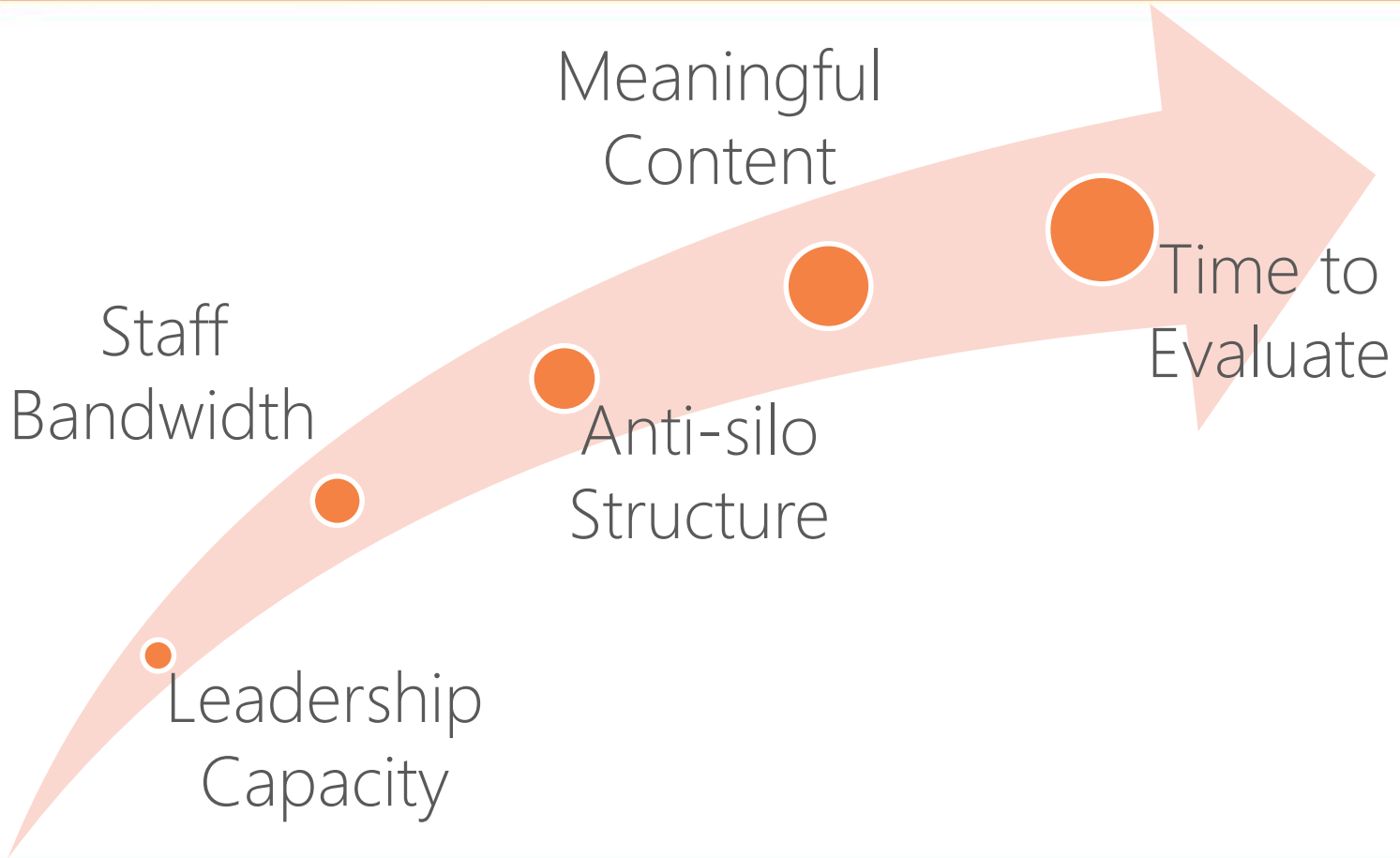
Mission
Focused

Loyal

Retention
Ready

Upgrade
Potential

TOP 5 PROGRAM NECESSITIES



SO

WHAT?

Now What?!!





CREATE YOUR 30 DAY PLAN

WEEK ONE

- Grade your organization on the 5 program necessities
- Get buy-in from key leaders

WEEK TWO

- Choose one program necessity for immediate change
- Commit to execution of the MLD program
- Design reporting structure

WEEK THREE

- Devise plan for second tier changes
- Look at costs and staffing

WEEK FOUR

- Devise a 6- to 12-month plan for costly changes

ONGOING

- Be patient
- Report out often
- Create metrics



MID-LEVEL DONOR PROGRAM MATRIX

Touch	Effort	Tier	% of Effort and Investment	Strategy	Cultivation and Solicitation Approach	Desired Outcomes
High Touch	High	1	50%	Very Personal	Strategic Moves	Upgrade to Major Gift Donor
	Medium	2	30%	↑	↑	Upgrade to Tier 1 Donor
	Low	3	20%	Less Personal	Tactical Moves	Upgrade to Tier 2 Donor

- Spend (a little) money
- Spend (considerable) time
- Use (achievable) metrics
- Be (VERY) patient





PILOT PEAK
CONSULTING

Emma Gilmore Kieran
Principal

Pilot Peak Consulting, LLC

E: emmakieran@pilotpeakconsulting.com

C: (703) 772-7472