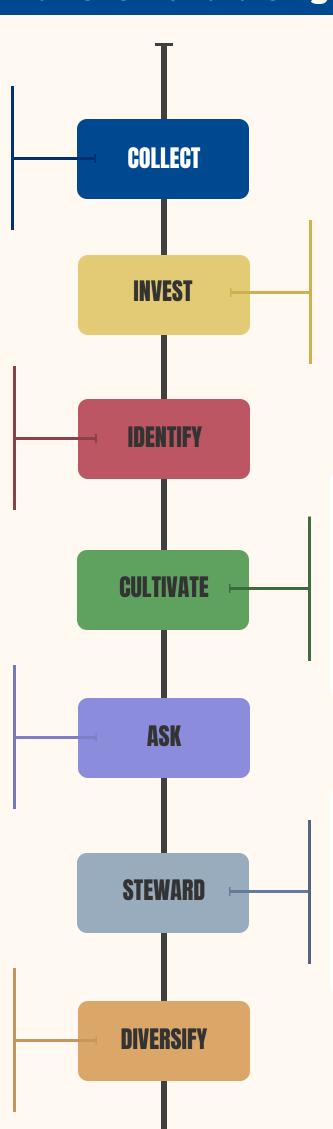
## Best Practices for Mid Level Fundraising

Gather data about your donors. The more the better, but at a minimum, maintain an up to date giving history and contact information.

Undertake data analytics to identify good mid-level prospects. Characteristics to look for include frequency and recency of giving, growing size of gifts, and interactions with your organization outside of gift giving (indicative of greater degree of interest and engagement).

Create giving opportunities where donors can either fully fund or fund a meaningful portion of a project. Consider creating circles or societies where a small group of donors comes together to fund a project.

Try implementing a two tier approach with one tier focused on a smaller portfolio of prospects ready for a deeper relationship coupled with bigger asks, as well as a larger portfolio of people for more mass communication-type relationships with hints of personalization, for smaller midlevel asks.



Invest in a Mid-Level Giving Program. Assign at least one staff resource to focus on the program and add more as it grows.

Slowly prepare donor for a deeper relationship. Help the donor to be more comfortable with a more one-to-one relationship.

Share personalized content with them, provide them access to a staff member they can get to know by name, invite them to special "insider" events – all with the goal of getting to know each other better and developing a closer relationship.

Steward through specific and in depth reporting that demonstrates impact of their personal contribution. Maintain regular touch points throughout the year that genuinely sustain and deepen the donor's relationship with you with activities like thank you calls, hand written notes, "thought you might find interesting" emails, etc.

