



# **What Does Mid-Level Success Truly Look Like?**

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# With You Today



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# We Want To Hear From You!

**Share your questions and stories in the chat!**



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# Why is Mid-Level Important?

**Mid-level donors may make up only 1% of a nonprofit's total donors, but they account for roughly 35% of revenue.**

# Today's Discussion:



## Agenda:

- **Building strong relationships with donors**
- **The importance of language and tone**
- **How to structure a mid-level program**
- **Measuring and tracking effectiveness**

# Start With People

- Who are the people?
- It's all about impact
- Give people joy for changing the world
- Make them the hero



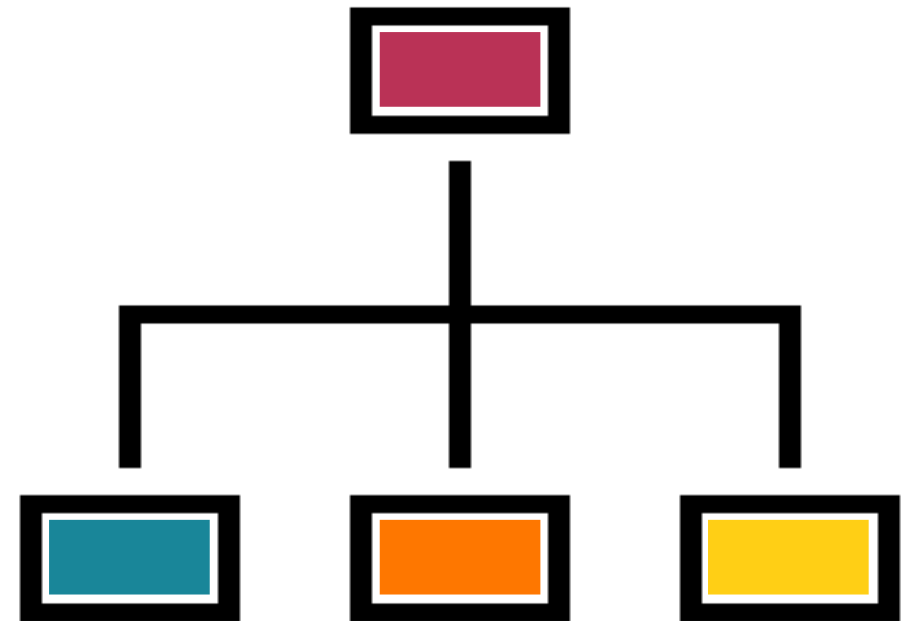
# Language and Tone Are Critical

- **Don't use a script, be comfortable with your own words**
- **Training, coaching, and practice**
- **100% love and attention**
  - Note: like a letter to your grandma
- **Start with a 3-step process**
  - 2 calls and a note



# Structure and Program

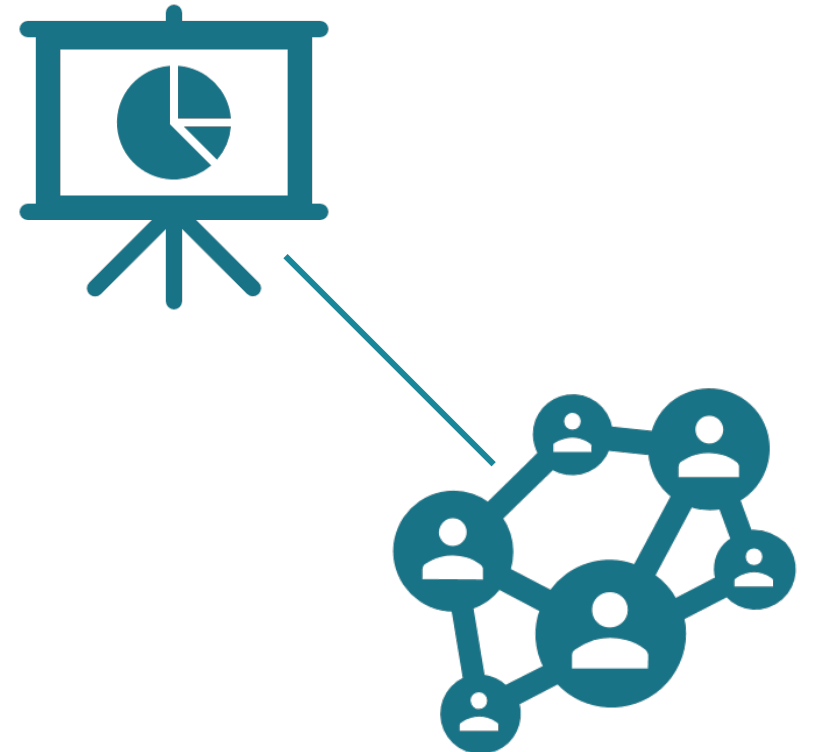
- Build a pipeline to major gifts
- Determine your levels and name of program
- Communication must be personal – not just fancy packaging
- Establish process for passing to major gift officer





# Measurement and Tracking

- **Establish monthly, weekly, and daily tracking**
- **Determine who to call for stewardship and cultivation**
  - Goal is to have contact within a three-month period
- **Focus on accountability and rewarding behavior**



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# Break Out Session

# Key Takeaways



- **The human element is essential**
- **Practice makes perfect**
  - About language, tone, and training fundraising staff
- **Be thoughtful about building your program**
- **Constant monitoring is critical**

## For more information...

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**Thank You**