



Mid-level Masterclass

How to build a scalable and lasting mid-level program

gravity

Introductions



Frank Mumford, CFRE

Enterprise Account
Executive
Gravyty

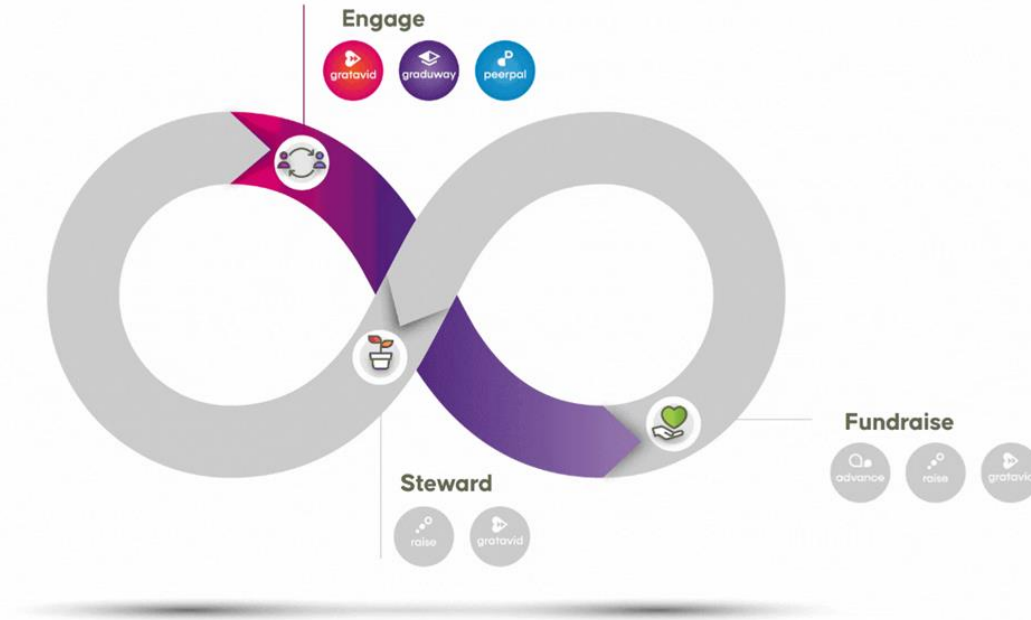


Rachel Bowden

Sales Director
Gravyty



Accelerate your mission with the Gravyty platform



Energize, mobilize + steward your community

The challenge



The state of fundraising in 2023

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graph TD; A[The state of fundraising in 2023] --> B[Staffing and turnover challenges]; A --> C[Half of orgs not reaching pipeline goals]; A --> D[Navigating inflation and recession];
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**Staffing and
turnover
challenges**

**Half of orgs not
reaching pipeline
goals**

**Navigating
inflation and
recession**



The a-ha moment



Mid-level donors are an untapped goldmine

Mid-level donors make up roughly one percent of the donor file for most nonprofit organizations,

but they usually account for 30-35 percent of revenue.*



*Source: RKD Group, *Mid-level donors: The key to your fundraising future*





Mid-level is the only fundraising role growing YoY.

24% of fundraising teams say they currently have at least one mid-level/annual/leadership gift officer on their team and **plan to hire at least one more** next year.

(Gravyty's State of Donor Pipeline Development Report)



Poll question:

Do you feel that your organization has a strong mid-level/annual giving strategy?

The learnings



Prioritize your donors

- 
- **Prioritize your donors**
 - Segment your donors
 - Personalize your outreach
 - Show appreciation
 - Automate where you can
 - Think omni-channel
- 
- 



Success story:

New England Public Media

- **The challenge:** With 22,000+ active donors, it was challenging to prioritize engagement with their best prospects
- **The solution:** NEPM used AI-enabled fundraising software to save hours of administrative task time and prioritize their top donors.
- **The results:**
 - Increased mid-level giving donations by 70% YoY
 - Increased major gifts by 30% YoY



Segment your donors

- 
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Success story:

Big Brothers Big Sisters of New Hampshire

- **The challenge:** As a team of one, BBBSNH's VP of Philanthropy struggled with segmenting messaging to their larger donors (\$1,000+).
- **The solution:** She implemented AI-enabled software to create unique messages for different donor segments.
- **The results:**
 - 5x increase in stewardship connections
 - Increase in revenue opened up more headcount for their fundraising team



Personalize your outreach

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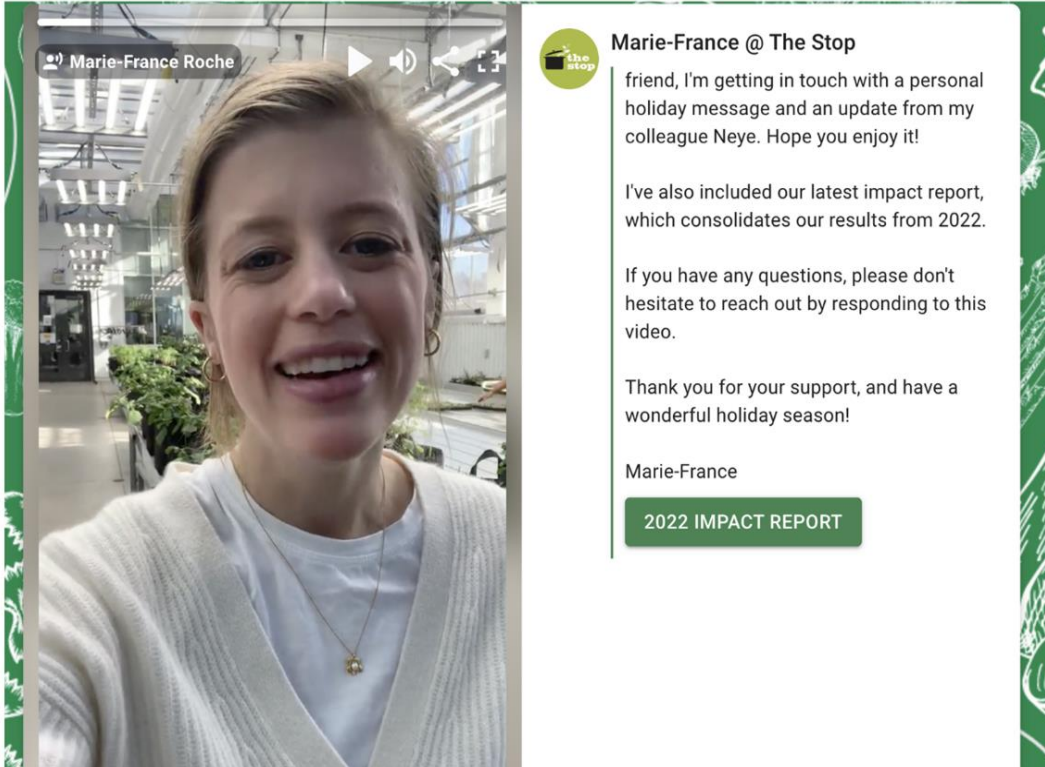


Show appreciation

- 
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- 



Cut through the noise with video



Marie-France Roche

Marie-France @ The Stop

friend, I'm getting in touch with a personal holiday message and an update from my colleague Neye. Hope you enjoy it!

I've also included our latest impact report, which consolidates our results from 2022.

If you have any questions, please don't hesitate to reach out by responding to this video.

Thank you for your support, and have a wonderful holiday season!

Marie-France

[2022 IMPACT REPORT](#)

Automate where you can

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 - Segment your donors
 - Personalize your outreach
 - Show appreciation
 - **Automate where you can**
 - Think omni-channel
- 
- 



Think omni-channel

- 
- Prioritize your donors
 - Segment your donors
 - Personalize your outreach
 - Show appreciation
 - Automate where you can
 - **Think omni-channel**
- 
- 



Success story:

Mississippi Public Broadcasting + CDP

- **The challenge:** As a public media org, MPB saw 80% of its revenue through small-time donors, and saw a major missed opportunity at the mid- and major gifts levels.
- **The solution:** They used AI to develop, identify, qualify mid-level and major donors and used a multi-channel approach to engage with them.
- **The results:**
 - Over 95% major donor retention
 - Doubled major donors
 - Raised nearly \$325k (\$100k of which was new gifts)





Poll question:

What channels do you leverage for engaging donors?

The tools



Build a passionate donor community

Before the ask, build a community of passionate supporters.

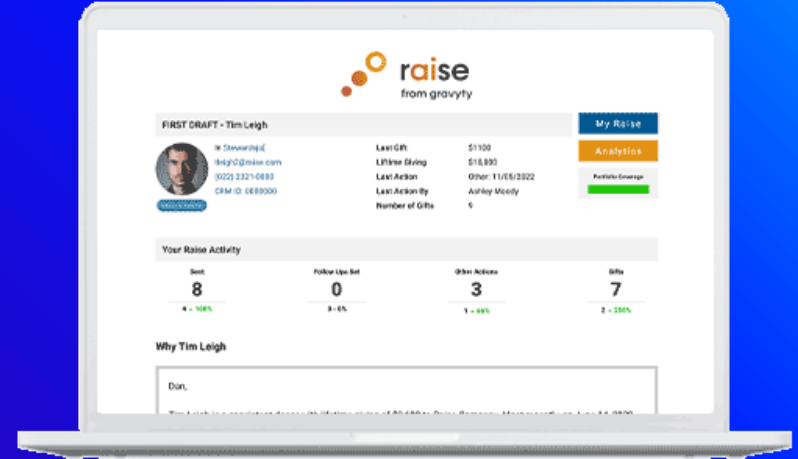
- Engage alumni, members + volunteers virtually
- Create, promote + pay for events
- Build formal and informal mentorship programs
- Promote volunteer opportunities, giving days and more



Scale personalized engagement with AI

Use AI-powered donor engagement technology to stay in touch with every donor in your managed portfolio.

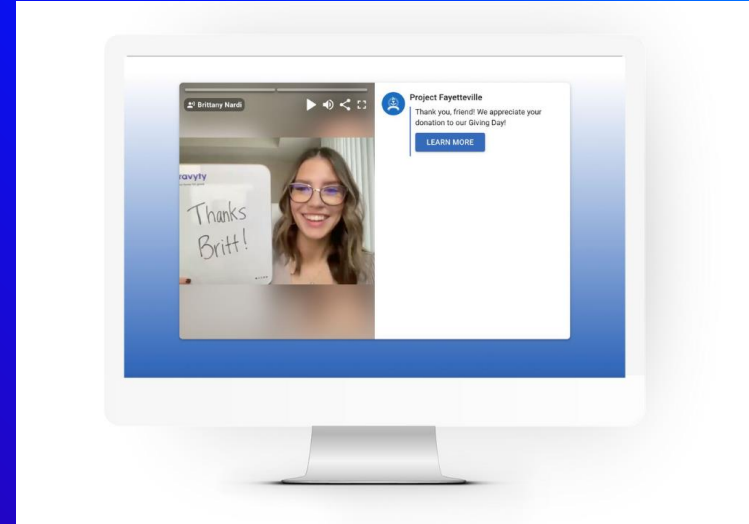
- Strategic + targeted outreach
- Personalized communications
- Moves management
- Automated record keeping
- Fundraiser efficiency and onboarding



Get personal with video

Make a lasting, emotional connection while reaching more mid-level donors at scale with a video messaging tool.

- Integrate with Raise and Graduway
- Record videos from any device
- Request videos by email or text
- Generate, edit and translate closed captions
- Combine multiple videos into impactful reels
- Analytics to understand impact



Other tool ideas





Q+A

gravityty

Thank you!

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