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The Urgent Case for Mid-Level Giving in 2025

Building Stability in Uncertain Times

Contents

Introduction	3
Economic Uncertainty: Why Now is the Time to Double Down on Mid-Level Giving	4
Fundraising Effectiveness Project: A Stark Warning for Nonprofits	5
The Mid-Level Donor Advantage	6
Allegiance Group + Pursuant Survey Insights: Nonprofits Seek Growth in Mid-Level Giving	7
Why Mid-Level Donors Are Your Key to Stability and Growth	8
Building a Strong Mid-Level Giving Program: 5 Key Strategies	9
Allegiance Group + Pursuant's Expertise in Mid-Level Giving: Proven Success Stories	11
The Bottom Line: Mid-Level Giving is a Non-Negotiable Priority	13

Introduction

You're at the helm, navigating the choppy waters of economic instability, donor fatigue, and an ever-shifting fundraising landscape. It's exhausting, isn't it? The pressure to keep funds flowing while everything around you shifts can feel overwhelming. At times like these, when every decision feels weightier and the future seems uncertain, know that you're not alone. Allegiance Group + Pursuant (AGP) is here to listen, support, and partner with you to chart a course toward stable, sustainable fundraising.

Mid-level donors, most defined as those who give between $1,000 and $10,000 annually, are your beacon in this storm. They offer a path to maintaining a resilient, growing donor base even when the seas are rough. This article isn't just an exploration; it's a map to treasure: the kind of consistent, reliable support that mid-level donors can provide. Let's dive deep into the current economic climate, unpack the latest fundraising data, and discover actionable strategies that can turn the tide in your favor.



Economic Uncertainty: Why Now is the Time to Double Down on Mid-Level Giving

TARIFFS, STOCK MARKET VOLATILITY, AND THE NONPROFIT SECTOR

The U.S. economy is feeling the strain of global and domestic pressures. From tariffs to geopolitical tensions, these forces have led to significant market volatility. Recently, the S&P 500 took a steep 10% dive, erasing trillions in market value.[1]

For nonprofits, the repercussions are immediate. High-net-worth donors might tighten the purse strings as their portfolio values fluctuate, leading to a noticeable dip in major gifts. It's in these moments that mid-level donors become invaluable. Less swayed by stock market shifts and more committed to your cause, they offer a lifeline of steady support when you need it most.

Fundraising Effectiveness Project: A Stark Warning for Nonprofits

The latest Fundraising Effectiveness Project (FEP)[2] report paints a sobering picture:

INCREASE IN DOLLARS RAISED:
Up
1.6%
from
2023

DECLINE IN DONOR PARTICIPATION:
Overall donor numbers are down by
5.8%

RETENTION RATES:
Down to
42.6%
a
2.1%
decrease.

NEW DONOR RETENTION:
Decreased by
4.6%

REPEAT DONOR RETENTION:
Dropped by
3.4%

Taken together, these trends underscore an urgent need: focusing on mid-level donors who can bridge the gap left by declining participation elsewhere.

The Mid-Level Donor Advantage

Mid-level donors are the steady force nonprofits need. They provide:

- **Steady Revenue Stream**: Consistent contributions that buffer against economic fluctuations.
- **Potential for Growth**: Many are just steps away from major giving with the right cultivation.
- **Engagement Opportunities**: Mid-level donors respond well to personalized outreach.

In short, mid-level donors are not just a financial resource—they are a strategic asset.

Why Mid-Level?

Mid-level donors are loyal, engaged, and often ready to upgrade—take advantage of this top-tier support and start seeing benefits with our help.



Allegiance Group + Pursuant Survey Insights: Nonprofits Seek Growth in Mid-Level Giving

The good news? The sector is recognizing this opportunity. Our Q3-Q4 2024 Pulse Survey[3] reveals a shift in strategy:

- Over 60% of nonprofits are boosting their focus on mid-level giving in 2025.
- Nearly half expect tougher economic times ahead.
- Strong belief in mid-level potential remains resilient.



Organizations are clearly pivoting to prioritize the donors who can offer stability during an otherwise unpredictable time.

Why Mid-Level Donors Are Your Key to Stability and Growth

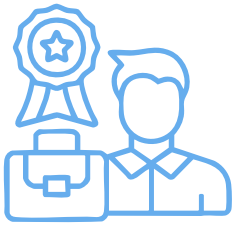
When you step back and look at the bigger picture, mid-level donors emerge as essential to your long-term health. Here are some reasons why:



PREDICTABILITY:
Mid-level donors offer critical regularity in giving.



DONOR LOYALTY:
They often maintain support for five years or more.



UPGRADE POTENTIAL:
With the right care, they can move into major donor categories.



ORGANIC ADVOCACY:
They help spread the word about your mission.

A strong mid-level program isn't just about today's revenue; it's about laying the groundwork for future major gifts and sustainable growth.

Building a Strong Mid-Level Giving Program: 5 Key Strategies

Recognizing the opportunity is just the first step. Building a strong mid-level program requires deliberate strategy, thoughtful segmentation, and differentiated engagement.

1. **Use Data to Segment and Prioritize**
   Advanced platforms like **GivingDNA** can help identify and prioritize donors with mid-level potential. Segment your mid-level file into tiers based on giving history, engagement level, and capacity. Tailor your cultivation and stewardship efforts accordingly.
2. **Personalize Donor Engagement**
   Not all mid-level donors want the same experience. Customize:
   Thank-you notes referencing past impact.
   Exclusive content offering behind-the-scenes insights.
   Leadership engagement opportunities such as webinars or intimate donor briefings.
3. **Create a Tiered Mid-Level Giving Strategy**
   Develop structured tiers within your program, such as:
   - **Emerging Mid-Level Donors** ($1,000 - $2,499): Focus on welcoming touches and demonstrating impact.
   - **Core Mid-Level Donors** ($2,500 - $4,999): Provide more personalized updates and engagement.
   - **Accelerating Mid-Level Donors** ($5,000+): Offer opportunities for strategy discussions, insider events, and one-on-one relationship building.

   Each tier should have its own engagement cadence, stewardship plan, and upgrade pathway.

4. **Stewardship and Recognition**
   Strong stewardship deepens loyalty. Use:
   - » Tailored impact reports aligned with donor interests.
   - » Personal milestone recognitions (anniversaries, birthdays, giving anniversaries).
   - » Public acknowledgment in donor communications when appropriate.
5. **Invest in Technology**
   Platforms like **GivingDNA** help automate segmentation, track behaviors, and personalize communications at scale—making it easier to manage a growing mid-level program effectively.

   Each of these strategies strengthens donor relationships and helps maximize the long-term potential of your mid-level file.



Allegiance Group + Pursuant's Expertise in Mid-Level Giving: Proven Success Stories

At Allegiance Group + Pursuant, we've seen firsthand how targeted mid-level strategies deliver results.

MOODY BIBLE INSTITUTE CASE STUDY

Facing gaps in its major and mid-level donor pipeline, Moody Bible Institute partnered with AGP to take a data-driven approach to year-end giving. By analyzing giving patterns and utilizing GivingDNA to identify high-potential donors who were not yet deeply engaged, we designed a highly personalized direct mail campaign.

The campaign included a 6x9" holiday package featuring a heartfelt Christmas card, a detailed proposal personalized to each donor segment, and a call to action tied to immediate mission impact. We layered in two stewardship mailings post-campaign to deepen engagement.

- 2,000 donors targeted.
- $124,129 raised (+43% YoY).
- 35% increase in giving downstream after campaign.[4]

The result? Not only a sharp spike in year-end revenue but sustained growth over the following six months, demonstrating that smart segmentation combined with meaningful stewardship pays long-term dividends.



COMMUNITY HEALTH NETWORK FOUNDATION CASE STUDY

CHNF sought to strengthen its mid-level program to create a feeder pool for future major gifts. AGP helped the foundation build an integrated strategy that blended predictive analytics with relationship-based donor outreach.

We used GivingDNA to pinpoint lapsed-risk donors with mid-level potential and designed individualized "donor acceleration plans" to guide them toward higher engagement. Stewardship efforts included personalized milestone notes, impact reports highlighting outcomes that matched each donor's interests, and targeted invitations to behind-the-scenes hospital events.

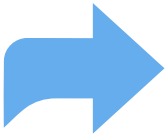
- 15% increase in mid-level donor retention.
- 71% retention rate overall.
- Successfully reactivated lapsed risk donors.[5]

Through these strategies, CHNF achieved not just better donor retention, but also a stronger, more engaged mid-level pipeline—laying the foundation for future major and planned gifts.

These case studies are not outliers; they are proof that the right investment in mid-level donors can create transformational growth.

The Bottom Line: Mid-Level Giving is a Non-Negotiable Priority

In an increasingly volatile environment, mid-level donors offer a unique opportunity for long-term sustainability—but only with the right systems in place. Allegiance Group + Pursuant offers scalable mid-level solutions designed to grow with your program—from initial segmentation and tier development to tailored engagement journeys and hands-on stewardship strategies. Whether you're building from scratch or refining an existing effort, our approach blends technology, strategy, and personalization to maximize impact.



Ready to scale your mid-level program with confidence?
Explore our customizable solutions at
info.teamallegiance.com/mid-level-accelerator-program

SOURCES

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More about
Allegiance Group + Pursuant

Allegiance Group + Pursuant stands at the forefront of innovation, empowering nonprofits with cutting-edge, tech-led marketing and fundraising solutions. With a legacy of decades of experience in direct mail, digital, web, UX, and advertising excellence, we've evolved into the ultimate one-stop shop for nonprofits seeking a comprehensive, digital-first partner.

Our mission is bold: to inspire action and create a lasting impact. Allegiance Group + Pursuant brings together experts in strategy, fundraising, development, creativity, and analysis. We're not just a service provider; we're your growth catalyst. From expanding your supporter base to enhancing brand experiences and leveraging custom fundraising software, we drive strategic and intelligent growth.

Choose Allegiance Group + Pursuant for Strategy & Consulting, Direct Mail, Web Design & Development, Digital Marketing, Advocacy, Membership Acquisition & Retention, Donation Platforms, Loyalty Programs, and more. Our clients feed the hungry, heal the sick, nourish souls, enrich lives, care for animals, and build minds. You have an important goal, and we're thrilled to leverage our blend of data, technology, and award-winning creative to get you there.

Contact Us!
We'd love to connect to learn more about your mission and the goals we can help you achieve.

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