AGP Allegiance Group & Pursuant

Turn Donor Potential into Sustainable Mid-Level *Growth*

A focused mid-level program makes getting more value from your existing donors easier — improving retention, increasing donor value, and building a stronger major-gift pipeline without relying on acquisition.

Growth Is Leaking from the Donor Pipeline

DONORS DOWN

Participation is declining, increasing pressure on every retained donor relationship.

REVENUE CONCENTRATED

More revenue depends on fewer donors, raising risk and volatility.

VALUE LEFT ON THE TABLE

High-potential donors stall without a clear, personalized path forward.

WITHOUT MID-LEVEL



100 donors

↓

Some lapse or plateau

↓

Major-gift potential unidentified

WITH MID-LEVEL



100 donors

↓

Retain + deepen relationships

↓

More upgrade + qualify

A Path to Sustainable Growth

A disciplined mid-level strategy closes the gap between acquisition and major gifts with scalable, personalized engagement. The result is stronger retention today and a healthier major-gift pipeline tomorrow.



A focused mid-level program is a practical growth lever: **easier to scale, measurable in its return,** and **built on donors who already believe in your mission.**

Is Mid-Level Your Missing Growth Opportunity?

- ○ Donor value is growing, but engagement isn't.
- ○ Annual and major giving operate in silos.
- ○ Retention has stalled.
- ○ High-value donors aren't upgrading.
- ○ Leadership needs more sustainable revenue growth.

Measurable Growth in Action

NATIONAL ALLIANCE ON MENTAL ILLNESS

↑ **39%** revenue growth

- **42% increase** in active mid-level donors
- **24% of mid-level donors upgraded** their giving

IDAHO PUBLIC TELEVISION

↑ **46%** increase in revenue

- **91% renewed** their year-end gift
- **89%** made their **largest gift ever**

A METROPOLITAN FOOD PANTRY

↑ **45%** increase in total giving

- **Average gift size increased 61%**
- **71%** of targeted donors **were retained**

Grow ROI with Less Dependence on Acquisition

- ☑ **Higher retention** and more predictable revenue
- ☑ **Greater lifetime value** from existing donors
- ☑ A stronger, **better-qualified major-gift pipeline**
- ☑ **Clear performance measures** for leadership
- ☑ **Less pressure** to replace donors through acquisition

Three Questions for Leadership

1. Can we quickly identify the donors with the greatest potential to grow?
2. Do we have a scalable plan to retain, engage, and upgrade them?
3. Can we demonstrate the return through retention, revenue, and pipeline growth?

Grow Mid-Level Donor Value

Explore a simpler path to sustainable fundraising growth.

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