

The Urgent Case for *Mid-Level Giving*

Healthcare Funding Stability in
Uncertain Times



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Introduction

You're at the helm, navigating the *choppy waters of economic instability, donor fatigue, and an ever-shifting healthcare landscape*. While many hospitals experienced a surge of philanthropic support during the pandemic, *that momentum has slowed*.

Since 2022, donor engagement and revenue have begun to decline even as operating costs rise, Medicaid reimbursements shrink, and the number of uninsured grows. The pressure to keep funds flowing as Medicaid payments decrease, federal funding dries up, uncompensated care costs grow, and the number of uninsured expands dramatically can feel overwhelming.

At times like these, when every decision feels heavy and the future seems uncertain, know that you're not alone. AGP is here to listen, support, and partner with you to chart a course toward stable, sustainable fundraising.

Mid-level donors, defined as those who give more than annual donors but less than major gifts, are your beacon in this storm. They offer a path to maintaining a resilient and 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.

SECTION 1

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

Hospitals across the country, rural and urban alike, are facing mounting pressure in the wake of sweeping healthcare policy changes, expiring ACA provisions, and reduced federal funding. These shifts have led to *increased financial burdens on state systems, greater exposure to uncompensated care, and an uncertain reimbursement landscape.*

At the same time, broader economic volatility is affecting donor behavior. As high-net-worth individuals respond to market swings, many healthcare organizations are seeing declines in major gifts and increased competition for donor dollars.

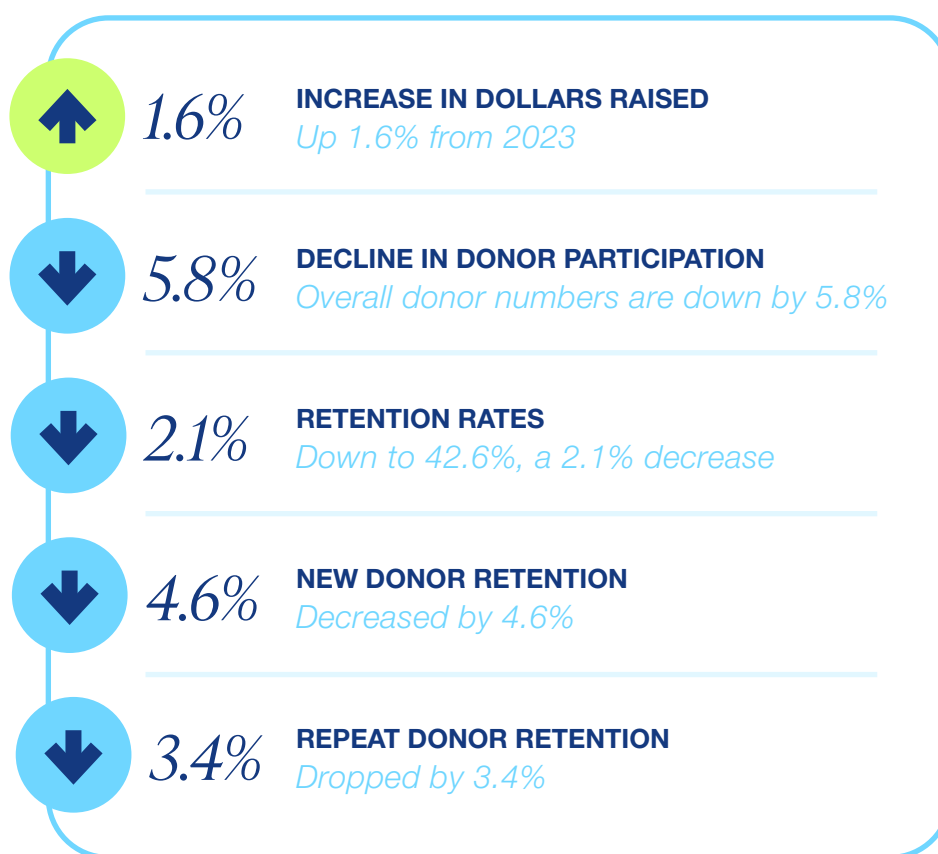
That's why mid-level donors are so vital right now. Less reactive to market fluctuations and deeply connected to your mission, these supporters offer reliable, consistent funding when it's needed most, serving as a steady force during unstable times.



SECTION 2

Fundraising Effectiveness Project: A Stark Warning for Nonprofits

The latest *Fundraising Effectiveness Project (FEP)*¹ report paints a sobering picture:



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

SECTION 3

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 proper 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.



SECTION 4

AGP Survey Insights: Nonprofits Seek Growth in Mid-Level Giving

The good news? The sector is recognizing this opportunity. Our recent *Pulse Survey*² reveals a shift in strategy:

- ▶ Over 60% of nonprofits are expected to increase their focus on mid-level giving in coming years.
- ▶ Nearly half expect more challenging 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.



Healthcare Outlook and Opportunities

Healthcare funding remains a priority for donors. The *Giving USA Annual Report on Philanthropy*³ highlights opportunities for hospitals and healthcare.

- ▶ **Healthcare donations saw a robust 5% growth in 2024, reaching an estimated total of \$60.51 billion.** This surge reflects more than an increase in generosity; it demonstrates growing recognition of healthcare's critical needs.
- ▶ **Healthcare philanthropy continues to grow, increasing 15.9 percent from 2022 to 2024, outpacing overall giving.**
- ▶ **Charitable contributions to healthcare made up 10% of all donations in 2024.** This showcases the increasing importance of healthcare in the broader philanthropic landscape, with mid-level donors acting as key supporters who ensure this crucial sector thrives.
- ▶ **Health organizations enjoyed a retention rate of 58 percent for new online donors in 2024, but maintained only 14% of all new healthcare donors,** the lowest of any subsector. This illuminates the need to augment stewardship among the most loyal of supporters, mid-level donors.
- ▶ **Though overall individual giving has decreased from 80% to 67% of total charitable donations over the last four decades, mid-level donors are bucking the trend.** The percentage of disposable income that Americans donate, an area in which mid-level donors shine, has remained stable for the past two years.

Hospitals and healthcare organizations are uniquely positioned to demonstrate the lasting impact of the care they provide.

SECTION 6

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.

This isn't just a plan to get you through the short term. Mid-level donors are one of the more predictable giving segments. Steadfastly loyal, they consistently allocate a higher percentage of their disposable income and show the most significant potential for upgrades. The average multi-year retention rate among this donor group is 65%. So, hospitals and hospital foundations should actively engage and steward them toward a lifetime giving role — one that might include planned giving, transformational gifts, and long-term partnerships.

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. Also, consider:

- ▶ Propensity to give
 - Discretionary income, but not at a major donor level
 - Connection to cause; desire to give
- ▶ Geographic groupings
 - Rural healthcare concerns, for example
 - Regional facilities
- ▶ Communities of people impacted by a particular health condition
 - May be interested in research
 - May be looking currently for support and resources for living with a particular disease
 - May have dealt with a particular health condition in the past

Tailor your cultivation and stewardship efforts accordingly.

2. Personalize Donor Engagement

Not all mid-level donors want the same experience. Customize to align with donor preferences:

- ▶ **Thank-you notes referencing past impact**, including programs their generosity has brought about, lives they've helped save or improve, and families and communities they've helped make stronger.
- ▶ **Exclusive content offering behind-the-scenes insights**. The number of medical dramas on television underscores our fascination and appreciation for the work that hospitals perform. Help donors take a peek behind the curtain to see their impact.
- ▶ **Leadership engagement opportunities** such as webinars, intimate donor briefings or volunteer and staff appreciation events.

3. Create a Tiered Mid-Level Giving Strategy

Mid-level donors are often willing to give more — when presented with a well-considered donor experience. 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.

Create giving circles to reinforce a sense of belonging and drive shared purpose among different tiers. Core groups may be empowered to fund special projects through a community of givers.

Encourage donors to commit to recurring donations to provide a steady stream of support. Each tier should have its engagement cadence, stewardship plan, and upgrade pathway. Pathways might include transformational gifts, planned giving, or tribute gifts.

4. Stewardship and Recognition

Strong stewardship deepens loyalty. Incorporate critical touchpoints while remaining mindful of donor preferences.

- ▶ **Tailored impact reports** aligned with donor interests, including special programs, areas of research, and community support.
- ▶ **Personal milestone recognitions** (anniversaries, birthdays, giving anniversaries, along with memorials).
- ▶ **Public acknowledgment** in donor communications when appropriate.
- ▶ **Physicians, frontline staff, and community members are an integral part of patient care**, and incorporating them deepens connections.
- ▶ **Establish legacy societies** to show deeper appreciation and provide a mechanism to facilitate giving upgrades and encourage future gifts among similar segments. Mid-level legacy donors are crucial supporters who provide substantial, ongoing contributions and may also be potential candidates for planned giving or bequests to advance that legacy further.

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.



SECTION 8

AGP's Expertise in Mid-Level Giving: Proven Success Stories

At AGP, we've seen firsthand how targeted mid-level strategies *deliver results* for hospitals and hospital foundations.

Community Health Network Foundation Case Study⁴

Community Health Network Foundation (Community) 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 lapse-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 lapse-risk donors.**

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

AGP has partnered with healthcare organizations and foundations nationwide. These case studies are not outliers; they serve as proof that investing in mid-level donors can lead to transformational growth in healthcare.



SECTION 9

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

In a time of economic uncertainty and shifting donor behaviors, mid-level giving represents a *treasure trove* for healthcare nonprofit growth.

In addition to a broad suite of services that span fundraising and marketing through multiple channels, AGP has decades of experience helping nonprofits build thriving mid-level donor programs through strategic planning, personalized engagement, and data-driven insights.

**READY TO SCALE YOUR MID-LEVEL
HEALTHCARE PROGRAM WITH CONFIDENCE?**

Explore our customizable solutions at
teamallegiance.com/mid-level-accelerator

ENDNOTES

- 1 Fundraising Effectiveness Project, “2024 Fourth Quarter Report,” AFP Global.
- 2 Allegiance Group + Pursuant, “Q3-Q4 2024 Pulse Survey,” Internal Research.
- 3 Giving USA, “The Annual Report on Philanthropy for the Year 2024,” 2025.
- 4 AGP, “Community Health Network Foundation Mid-Level Donor Strategy,” 2025.



MORE ABOUT AGP

Turning Missions Into Movements

At AGP, we help nonprofits turn *missions into movements* — and *supporters into passionate champions*.

We're a strategic partner to mission-driven teams who want more than short-term wins. Our work blends insight and creativity to strengthen what matters most: deeper connection, lasting loyalty, and the resources to power your mission.

We've walked in your shoes. We understand the complexity nonprofits face—because we've lived it. That experience grounds our approach in authenticity, humility, and deep respect for your work.

From donor journeys to brand storytelling, direct mail to digital engagement, and data to design—we bring both intelligence and heart to help you grow what matters. Whether you're looking to inspire action, modernize your strategy, or simply cut through the noise—we will meet you where you are and build from there.

**This isn't just fundraising. It's not just marketing.
It's how powerful missions take root, gain momentum, and grow.**

Choose AGP for Advertising & Media, Analytics & Performance Measurement, Audience Experience & Research, Brand & Creative, Data Management, Direct Mail, Email & Automation, Mid-level & Major Gifts, SEO & AI Optimization, Voice & Mobile Marketing, Web, App & AI Development, 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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