



Mid-Level Program Scorecard

A Quick Assessment to Strengthen Your Donor Pipeline

Mid-level donors represent one of the greatest opportunities for sustainable fundraising growth.

But many organizations struggle to fully activate this segment. Limited staff capacity, unclear segmentation, and inconsistent engagement strategies can prevent mid-level programs from reaching their potential.

This quick scorecard will help you evaluate the current state of your mid-level program and identify opportunities to strengthen your pipeline to major gifts. For each “Yes” answer, we’ll add 5 points to your readiness score.

SECTION 1

Do You Know Your Mid-Level Donor Opportunity?

Ask yourself:	Yes, +5
Have you clearly defined your mid-level giving thresholds?	
How many mid-level donors currently exist in your file — Over 1,000?	
Are you identifying potential major gifts donors using more than giving history alone?	

Why It Matters

Giving history tells part of the story, but donor capacity, engagement, and affinity often reveal donors with greater potential.

Total from Section 1

SECTION 2

Can Your Team Realistically Manage Your Mid-Level Donors?

Consider:	Yes, +5
Can your team personally steward 1,000 mid-level donors each year?	
Do you have a clear prioritization strategy for mid-level outreach?	
Are stewardship responsibilities clearly defined within your team?	

Why It Matters

Many organizations have far more mid-level donors than their teams can realistically engage. Prioritization helps ensure the highest-potential donors receive meaningful attention.

Total from Section 2

SECTION 3

Are You Creating Meaningful Engagement Opportunities?

Evaluate whether your program includes:	Yes, +5
Personalized stewardship and impact reporting	
Strategic communication across channels	
Invitations to deeper involvement with your mission	

Why It Matters

Mid-level donors often give consistently because they care deeply about the mission. Thoughtful engagement strengthens loyalty and increases lifetime value.

Total from Section 3

SECTION 4

Are You Building a Pipeline to Major Gifts?

Ask:	Yes, +5
Are your major gift officers receiving well-qualified prospects?	
Do you have a clear pathway for mid-level donors to deepen their involvement?	
Are you tracking when donors are ready for a more personal relationship?	

Why It Matters

Mid-level donors often represent the next generation of major donors. A strong mid-level program helps shorten the time it takes for donors to move into major giving.

Total from Section 4

Overall Total

Turning Insight Into Action

If this scorecard revealed opportunities to strengthen your mid-level program, you're not alone. Many organizations recognize the potential of mid-level donors but struggle to build the structure needed to fully realize it.

0-15 Points: Time to get started with a new Mid-Level solution

15- 30 Points: An opportunity to transform your Mid-Level Program

30-45 Points: Let's take your Mid-level Program to the next level

45-60 Points: You're ready to Master Mid-Level



AGP works with nonprofits to identify mid-level opportunities, prioritize donor engagement, and create strategies that strengthen the pipeline to major gifts.

If you'd like to explore what this could look like for your organization, our team would be happy to continue the conversation.

Let's Connect!

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Learn more about our Mid-Level Accelerator solution

