



Mid-Level Giving *Matters*

Securing Stability When
Times Are Uncertain

Introduction

Nonprofit leaders are steering through rough waters: economic instability, donor fatigue, and a shifting fundraising landscape. The pressure to keep revenue steady while the world changes around you is real—and exhausting.

But you don't have to navigate it alone. **Allegiance Group + Pursuant (AGP) is here to partner with you, offering strategy and support that turn turbulence into stability.**



Mid-level donors—those typically giving \$1,000 to \$10,000 annually—are your beacon in this storm. Their commitment offers a reliable path forward when major gifts fluctuate and broad donor participation declines. This article is both a compass and a map: examining today's realities, exploring what the data tells us, and showing how mid-level donors can anchor your fundraising future.

Economic Uncertainty: Why Mid-Level Giving *Matters Now*

Global and domestic pressures—tariffs, geopolitical tensions, and market swings—are weighing heavily on the U.S. economy. A recent 10% drop in the S&P 500 erased trillions in value.

For nonprofits, the fallout is immediate. High-net-worth donors often tighten giving as portfolios shrink, slowing the flow of major gifts. Mid-level donors, less tied to market performance and more motivated by mission, provide steadier support when you need it most.

A Warning from the Fundraising Effectiveness Project

The latest FEP data underscores the challenge:

DOLLARS RAISED	↑ 1.6%	vs. 2023
OVERALL DONOR COUNT	↓ 5.8%	
RETENTION	↓ 2.1%	down to 42.6%
NEW DONOR RETENTION	↓ 4.6%	
REPEAT DONOR RETENTION	↓ 3.4%	

These trends point to one conclusion: nonprofits must strengthen mid-level giving to bridge gaps in participation and revenue.

The Mid-Level Advantage

Mid-level donors are not simply a funding source—they're a strategic asset:

- » **Predictable giving** that cushions against volatility
- » **Pathway to growth**, with many primed to become major donors
- » **Responsiveness to personalization**, making cultivation highly effective
- » **Natural advocacy**, amplifying your mission in their networks

Survey Insights: Nonprofits Are Shifting Focus

Our Q3–Q4 2024 Pulse Survey shows the sector is already adjusting course:

- » More than **60%** of nonprofits will increase mid-level focus in 2025
- » Nearly **half** expect tougher economic headwinds
- » **Confidence in mid-level giving** remains strong across the board

Leaders are clearly prioritizing the donor segment that offers stability in uncertain times.

Building a *Strong* Mid-Level Program: Five Core Strategies

Recognizing the opportunity is only step one. To truly unlock the potential of your mid-level donors, you need a proven framework that combines strategy, data, and technology.

That's where AGP's Mid-Level Accelerator comes in—helping nonprofits like yours identify, engage, and retain donors who bridge the gap between broad-based giving and major gifts.

Building a resilient mid-level program requires deliberate investment and thoughtful execution. Here's how the Mid-Level Accelerator helps make that possible:

1. SEGMENT AND PRIORITIZE WITH DATA

Go beyond guesswork. Using insights and predictive modeling built into the Mid-Level Accelerator and GivingDNA, you can tier mid-level donors by giving history, engagement, and capacity—ensuring your outreach aligns with donor potential and intent.

2. PERSONALIZE DONOR ENGAGEMENT

Strong relationships start with relevance. These solutions empower teams to deliver tailored experiences—impact-driven thank-you messages, exclusive content, and leadership access—designed to make every donor feel seen and valued.

3. CREATE TIERED STRATEGIES

A one-size-fits-all approach won't move donors forward. Use data-driven segmentation to guide strategy by donor level:

- » **Mid-level Stewardship:** All mid-level donors receive personal thanks
- » **Mid-level Cultivation:** Ongoing personal & personalized engagement
- » **Major Gifts Qualification:** Proactive identification and qualification of your next major gift donors

4. ELEVATE STEWARDSHIP AND RECOGNITION

Stewardship is where loyalty grows. With automation and personalization, you can deliver timely impact reports, celebrate milestones, and recognize donors appropriately—without adding staff strain.

5. INVEST IN TECHNOLOGY

Growing a mid-level program shouldn't mean overwhelming your team. AGP's Mid-Level Accelerator brings automation, analytics, and strategy together to streamline segmentation, deepen personalization, and drive consistent results at scale.



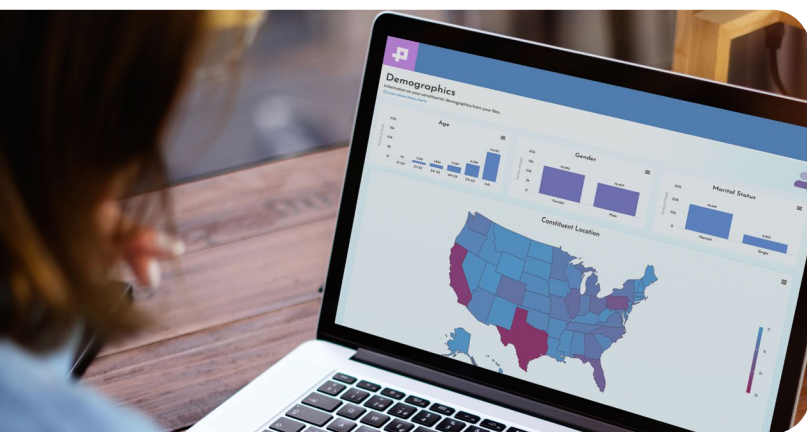
Learn how the Mid-Level Accelerator can help you grow your mid-level giving program faster and smarter.

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

In an unpredictable environment, mid-level donors are the foundation for stability and growth. With the right strategy, stewardship, and tools, you can secure consistent revenue today while cultivating tomorrow's major donors.

AGP is here to help you chart that course—because the most resilient organizations aren't those who weather the storm, but those who build stronger vessels in the midst of it.

At AGP, we've seen firsthand how targeted mid-level strategies deliver results.



CASE STUDY

Houston SPCA



Facing a gap in identifying and activating mid- and major-gift prospects, Houston SPCA partnered with AGP to surface high-potential donors and deepen engagement. Through hyper-personalized segmentation and a simple yet intentional email outreach strategy, the organization unlocked surprising generosity in its existing base.

Using AGP's mid-level intelligence tools, Houston SPCA generated a refined prospect profile including donors who:

- » **Gave annually between \$500 and \$2,500**
- » **Had demonstrated capacity to give to other organizations**
- » **Held discretionary income, high net worth, and interest in animal welfare**
- » **Preferred digital communication channels**

From this pool, Houston SPCA built a personalized monthly email series, supplementing its existing direct and digital campaigns. Because AGP did the analytical heavy lifting, the SPCA staff were able to focus on crafting authentic, donor-centered messages and building real connection.

- » **5 gifts of \$100,000 from four families who had never given more than \$2,500**
- » **Dozens of donors increased giving to \$10,000+**
- » **26.8% boost in overall donor engagement**

The campaign delivered not just short-term wins, but a new framework for donor engagement—proving that when you combine precise data with personal communication, **even long-latent relationships can be revitalized and elevated.**

CASE STUDY

Moody Bible Institute



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



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.**

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 goldmine for nonprofit growth.

In addition to a broad suite of services that span fundraising and marketing through a multitude of 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
program with confidence?
Explore our customizable solutions
at: [info.teamallegiance.com/
mid-level-accelerator-program](https://info.teamallegiance.com/mid-level-accelerator-program)**



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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