



MarkeTeam's Approach to

# MID-LEVEL PROGRAMS

Executing a well-run Mid-Level program is not as easy as creating a catchy name and a few benefits of membership. A successful program needs a robust source of names, analytic insight, strategic direction, eye-popping creative, and committed staff resources.



## Mid-Level programs should include:

- MarkeTeam's in-house data mining and modeling to identify and cultivate additional Mid-Level supporters.
- Development of a cohesive, branded, donor-centered communication program with associated benefits.
- Creation of an integrated marketing plan with aligned offline/online touches using a combination of direct mail, email, and targeted telemarketing/personal solicitation.
- Promotion of Donor Advised Funds (DAFs) on your website, direct mail, and email.
- Invitations to join or upgrade to become Mid-Level donors.

## BRANDED DONOR-CENTERED COMMUNICATION

The direct mail approach guarantees full coverage (i.e. 100% deliverability), which cannot be achieved in any other media. However, direct mail is only a base level of communication on which other contact strategies are built. We have found that our clients' donor files will readily upgrade to levels of \$1,000 - \$2,500, but rarely will move much beyond those levels (\$10,000 or higher) without some form of personal contact.

Your Mid-Level donors and modeled prospects should receive branded messaging, including a high-end welcome series to qualifiers and upgrade invitations twice per year. Understanding that donor treatment must extend beyond solicitations, this program would recognize and reinforce the donors as a vital part of your non-profit's community.



In exchange for their deeper commitment to the non-profit, the Mid-Level audience would receive a curated experience with greater personalization and recognition across all channels.

These could include:

- Branded personalized thank you notes for all gifts
- Annual anniversary acknowledgment for consecutive giving
- Impact reports tailored to the donor's priorities
- 'Insider' communications
- Invitations to events
- Donor's access to a dedicated staff member

## DATA MINING AND DATA MODELING TO IDENTIFY

The primary source of names for a Mid-Level giving program already resides on your database—existing supporters. MarkeTeam uses both data mining and data modeling to identify the very best candidates for higher level giving for our clients.

The first step in building any Mid-Level program is building a model that promotes Mid-Level giving upgrades and identifies the right pipeline donors. Our analytical techniques will allow your non-profit to learn more about their existing donors as well as identify potential Mid-Level supporters.



MarkeTeam uses Predictive Discriminant Analysis for Mid-Level models to gauge a donor's propensity to give. This technique takes into consideration which factors previously predicted certain behaviors and assigns a probability score to the prospects being modeled to perform that behavior. Once this has been established, the households with the highest potential for becoming Mid-Level supporters can be narrowed down to a more manageable cohort eligible for a higher-touch approach and further qualification.

Additionally, MarkeTeam can also leverage our proven Online Propensity Model and our licensed U.S. Household Database with 1,000+ data elements on 170+ million household units in parallel with tracked digital activities to create a tailored communication plan based on the donors' giving patterns and preferred giving channels.

## EXTENSIVE EXPERTISE

MarkeTeam has extensive expertise in defining and implementing Mid-Level programs for our non-profit partners. Memorial Sloan Kettering Cancer Center's Breakthrough Alliance, Smile Train's President's Circle, Beth Israel Lahey Health's Leadership Society, UNICEF USA's Leadership Circle, Inova's Visionaries, and the Sierra Club's John Muir Society are examples of just some of the programs successfully developed, managed, and implemented to build loyalty, drive upgrades, and deliver substantial additional revenue to the organization.



**Contact us at [inquiries@mkteam.com](mailto:inquiries@mkteam.com) to decide if a customized Mid-Level program could be right for your organization!**



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