



Mid-Value Donor Super Course

Introduction: All about Mid-Value Donors

Turn off your
phone!

It's the
biggest
distraction...





Mid-Value Donor Super Course

Introduction: All about Mid-Value Donors

More depth on mid-value donors

Our full course has a lot more useful detail, examples, checklists and more....

1. The Maths of Mid-Value Donors
2. Release the Explosive Generosity Locked Inside Your \$100+ Donors...With These Proven Direct Mail Secrets.
3. Stewardship: Three easy steps to make your mid-value donors feel like the VIPs they really are.
4. The Quickest, Cheapest and Easiest Way to Get Extra Cash Now. Turn Mid-Value Donors Into Major Gifts in a Week.
5. Top tips for the conversation that gets the BIG gift from the mid-value donor. Making the BIG ask.



bit.ly/More-Info-On-MV



MID-VALUE DONOR SUPER COURSE

Become a true mid-value fundraising
EXPERT.

Sean Triner will show you how **YOU**
can release the explosive value of
YOUR mid-value donors.

**ENROLL IN THIS ONLINE
COURSE NOW!**

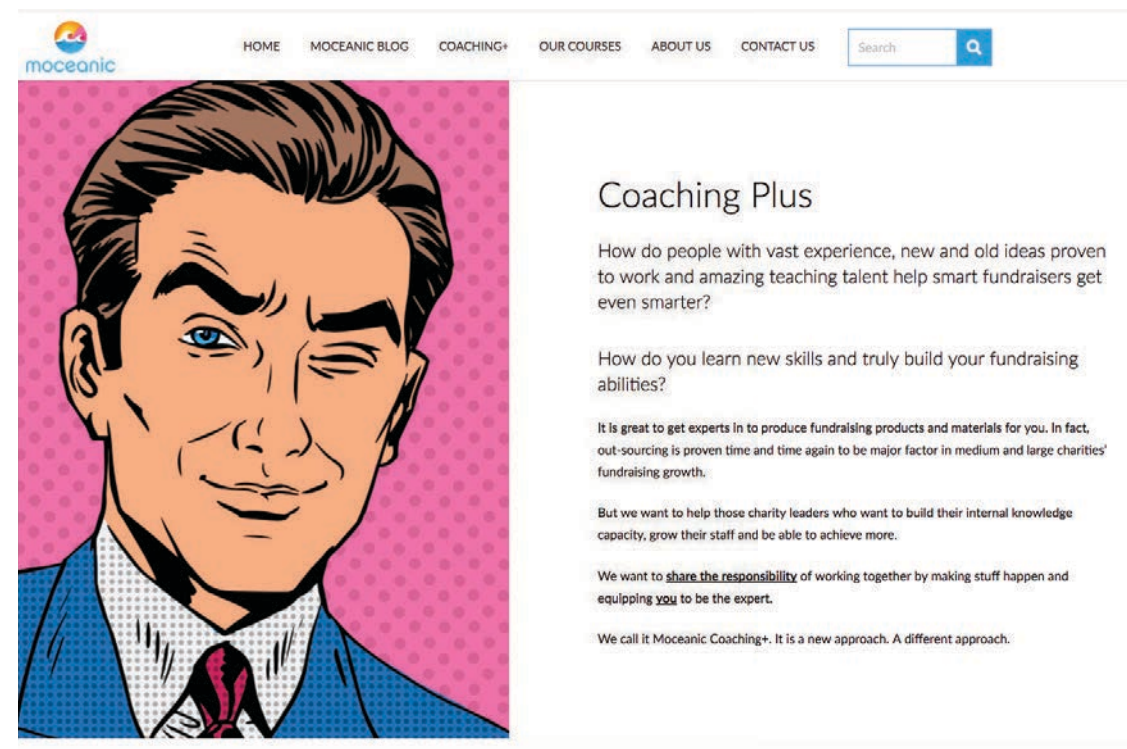
More learning options

Book FREE 25
minute chat
with me!

Want you like to go deeper!?

In Coaching+ we give feedback and help you every step of the way

bit.ly/BookSeanNow



www.moceanic.com/coaching-plus



You and Mid-Value Donors

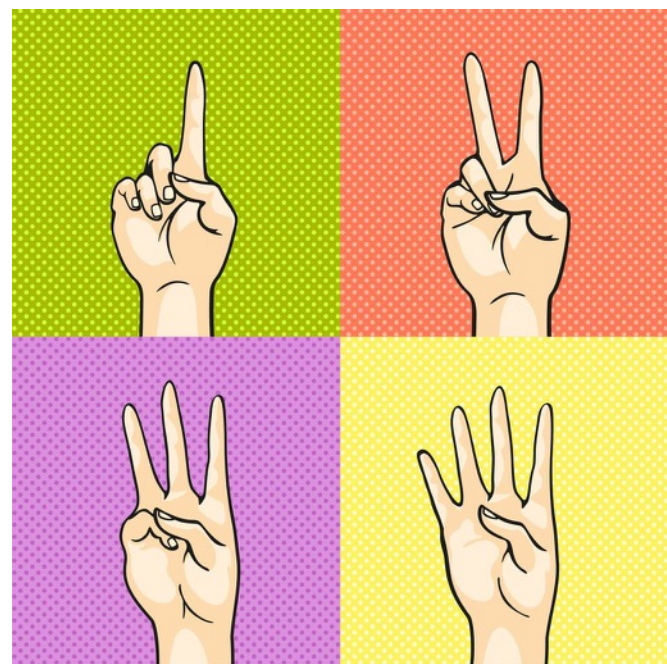
Review of your readiness

Your donors

Main acquisition methods?



Volumes of donors?





Who Are Mid-Value Donors?

All About Mid-Value Donors

Vilfredo



Pareto
20% donors =
80% donations

Donors



Donations



Pareto Principle

Percent of income	Cumulative Gross Income	Count	% of Donors	Cumulative Count	Cumulative % Donors
10%	\$22,796	0	0.0%	0	0.0%
20%	\$45,592	0	0.0%	0	0.0%
30%	\$68,389	0	0.0%	0	0.0%
40%	\$91,185	1	0.0%	1	0.0%
50%	\$113,982	10	0.5%	11	0.5%
60%	\$136,778	41	2.0%	52	2.6%
70%	\$159,574	120	6.0%	172	8.6%
80%	\$182,371	254	12.7%	426	21.2%
90%	\$205,167	469	23.4%	895	44.6%
100%	\$227,964	1111	55.4%	2006	100.0%
		2006	100.0%		



Pareto Principle – and Pareto Squared

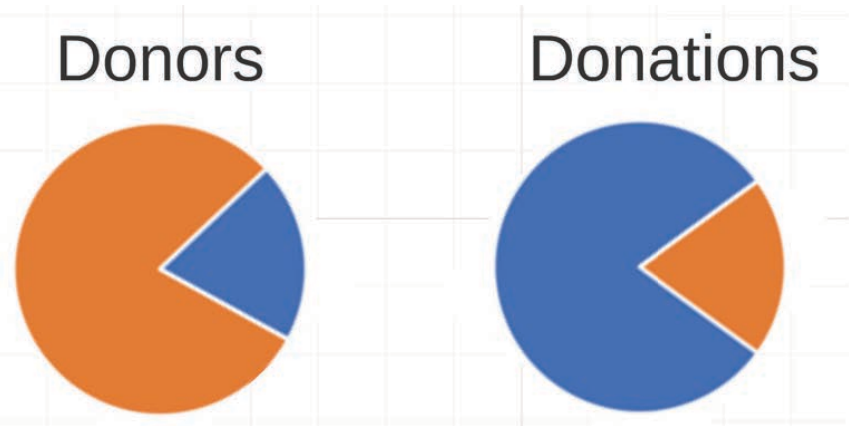
Percent of income	Cumulative Gross Income	Count	% of Donors	Cumulative Count	Cumulative % Donors
10%	\$22,796	0	0.0%	0	0.0%
20%	\$45,591	0	0.0%	0	0.0%
30%	\$68,387	0	0.0%	0	0.0%
40%	\$91,182	1	0.0%	1	0.0%
50%	\$113,978	11	0.5%	11	0.5%
60%	\$136,774	50	2.6%	50	2.6%
70%	\$159,574	120	6.0%	172	8.6%
80%	\$182,371	254	12.7%	426	21.2%
90%	\$205,167	469	23.4%	895	44.6%
100%	\$227,964	1111	55.4%	2006	100.0%
		2006	100.0%		

21.2% of donors
Gave 80% of income.
I.e. 426 / 2006 donors gave
\$182k / \$227k

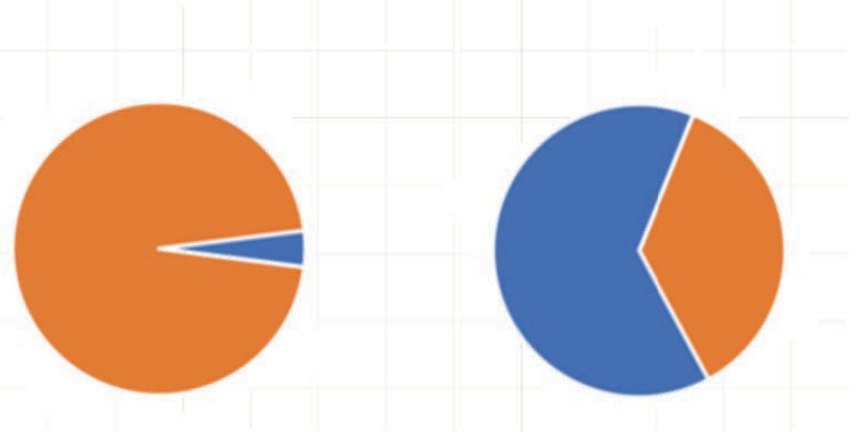
Vilfredo



Pareto
20% donors =
80% donations



Pareto²
4% donors =
64% donations



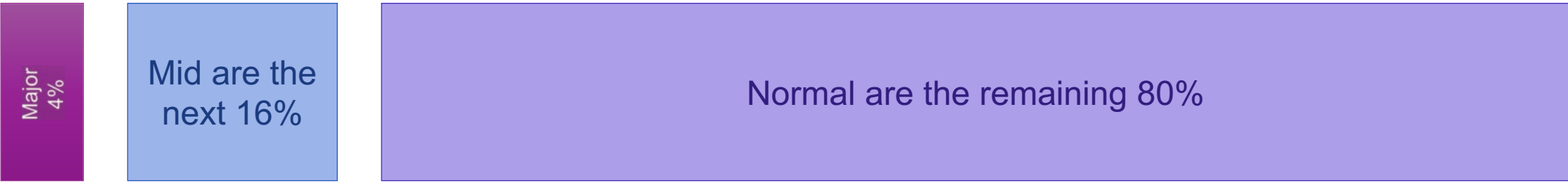
Pareto Principle – and Pareto Squared

Percent of income	Cumulative Gross Income	Cumulative Count	% of Donors	Cumulative Count	Cumulative % Donors
10%	\$22,371	0		0	0.0%
20%	\$45,742	0		0	0.0%
30%	\$68,113	0		0	0.0%
40%	\$91,184	1		1	0.0%
50%	\$113,982	11	0.5%	11	0.5%
60%	\$136,778	41	2.0%	52	2.6%
70%	\$159,574	120	6.0%	172	8.6%
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		2006	100.0%		

About 4% of donors gave about 64% of income



The Easiest Definition of Mid-Value Donors



Selected by Recency, Frequency & Value (RFV)

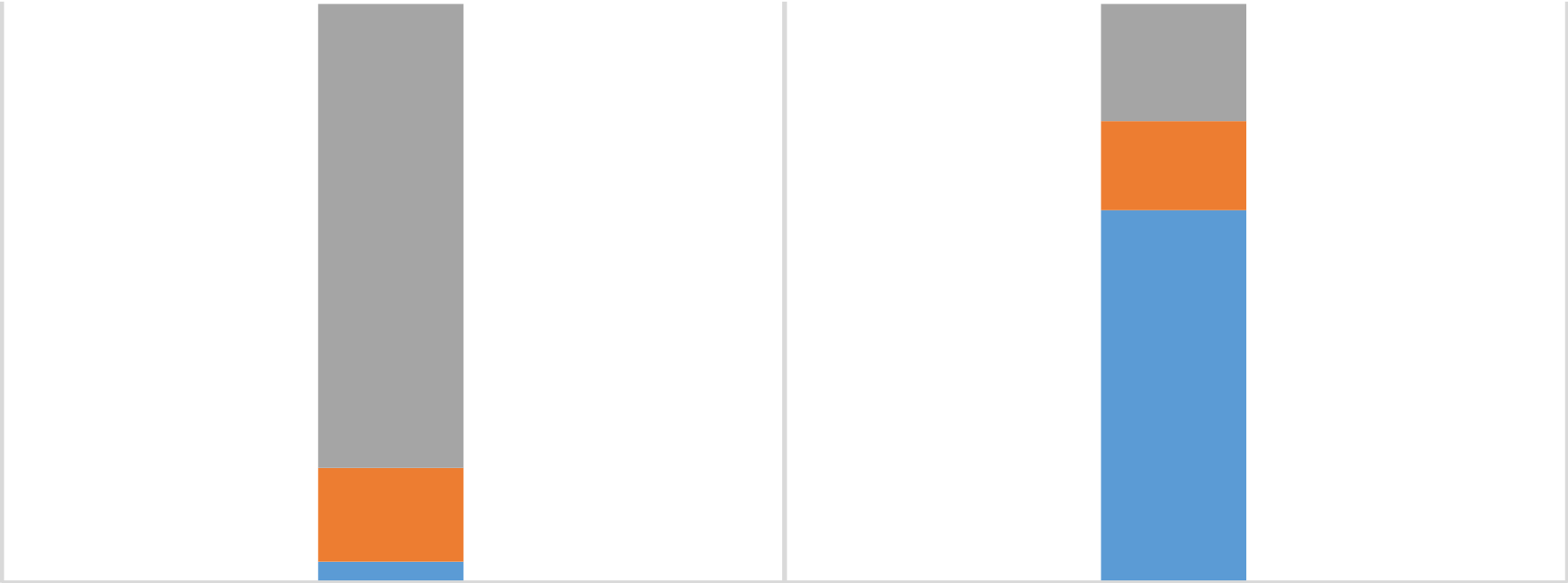
Usually start at average donation...

- If your average donation is \$100...
- The top 20% of donors likely give \$100 or more



MID AND MAJOR DONORS

Major Mid Prospects



PEOPLE

FUTURE REVENUE



Questions...

All about mid-value donors



Why Mid-Value Donors Are SO IMPORTANT

All About Mid-Value Donors

Data





Mid-Value Donors

A Massive Data Resource

BetterTogether

Fundraising Benchmarking 2017 Trend Report



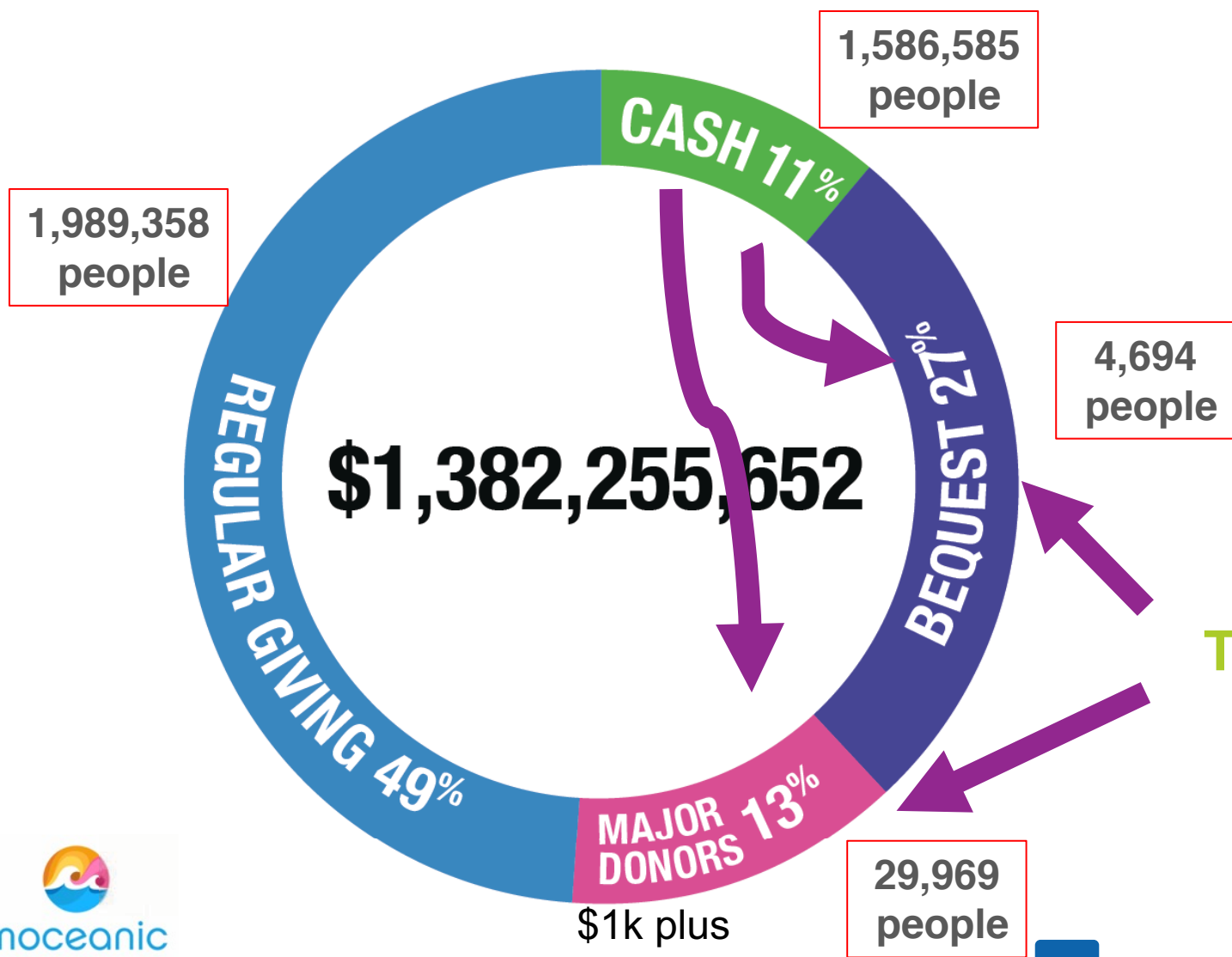
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2017 Members: Australia

[Act for Peace](#) [Action Aid](#) [ADRA](#) [Alannah and Madeline Foundation](#) [Amnesty International Australia](#) [Anglicare New South Wales](#) [Assistance Dogs Australia](#) [Australia for UNHCR](#) [Australian Conservation Foundation](#) [Australian Red Cross Society](#) [Autism Spectrum Australia \(Aspect\)](#) [Baker IDI](#) [Barnardos Australia](#) [Berry Street](#) [Burnet Institute](#) [Bush Heritage](#) [Breast Cancer Institute of Australia](#) [Camp Quality](#) [Cancer Council New South Wales](#) [Cancer Council Queensland](#) [CanTeen](#) [Catholic Mission](#) [CBM Australia](#) [Cerebral Palsy Alliance](#) [ChildFund](#) [Children's Cancer Institute](#) [Children's Hospital Foundation](#) [Children's Medical Research Institute](#) [Diabetes NSW and ACT](#) [Environment Victoria](#) [Fred Hollows Foundation Australia](#) [Greenpeace Australia](#) [Heart Foundation](#) [Heart Research Australia](#) [Heart Research Centre](#) [Heart Research Institute](#) [House With No Steps](#) [IFAW](#) [Leukaemia Foundation Australia](#) [Lifeline](#) [Mater Foundation](#) [Make-A-Wish Australia](#) [Médecins Sans Frontières Australia](#) [Minda Incorporated](#) [Mission Australia](#) [MS Australia](#) [MS Queensland](#) [National Breast Cancer Foundation](#) [National Stroke Foundation](#) [Oxfam Australia](#) [PA Research Foundation](#) [Peter MacCallum Cancer Foundation](#) [Plan International Australia](#) [Royal Flying Doctor Service South Eastern Section](#) [Royal Flying Doctor Service Queensland](#) [Royal Flying Doctor Service Victoria](#) [RSPCA NSW](#) [RSPCA VIC](#) [RSPCA QLD](#) [Save The Children Australia](#) [Seeing Eye Dogs Australia](#) [Starlight Children's Foundation Australia](#) [St Vincent de Paul Victoria](#) [Surf Life Saving Foundation](#) [Taronga Conservation Society](#) [The Alfred Foundation](#) [The Children's Hospital at Westmead](#) [The Garvan Research Foundation](#) [The Lost Dogs Home](#) [The Salvation Army Southern Territory](#) [The Salvation Army Eastern Territory](#) [The Shepherd Centre](#) [The Smith Family](#) [UNICEF Australia](#) [Vision Australia](#) [WaterAid](#) [Wesley Mission Victoria](#) [World Vision Australia](#) [WWF Australia](#) [Youngcare](#) [Youth Off The Streets](#) [Yooralla](#)

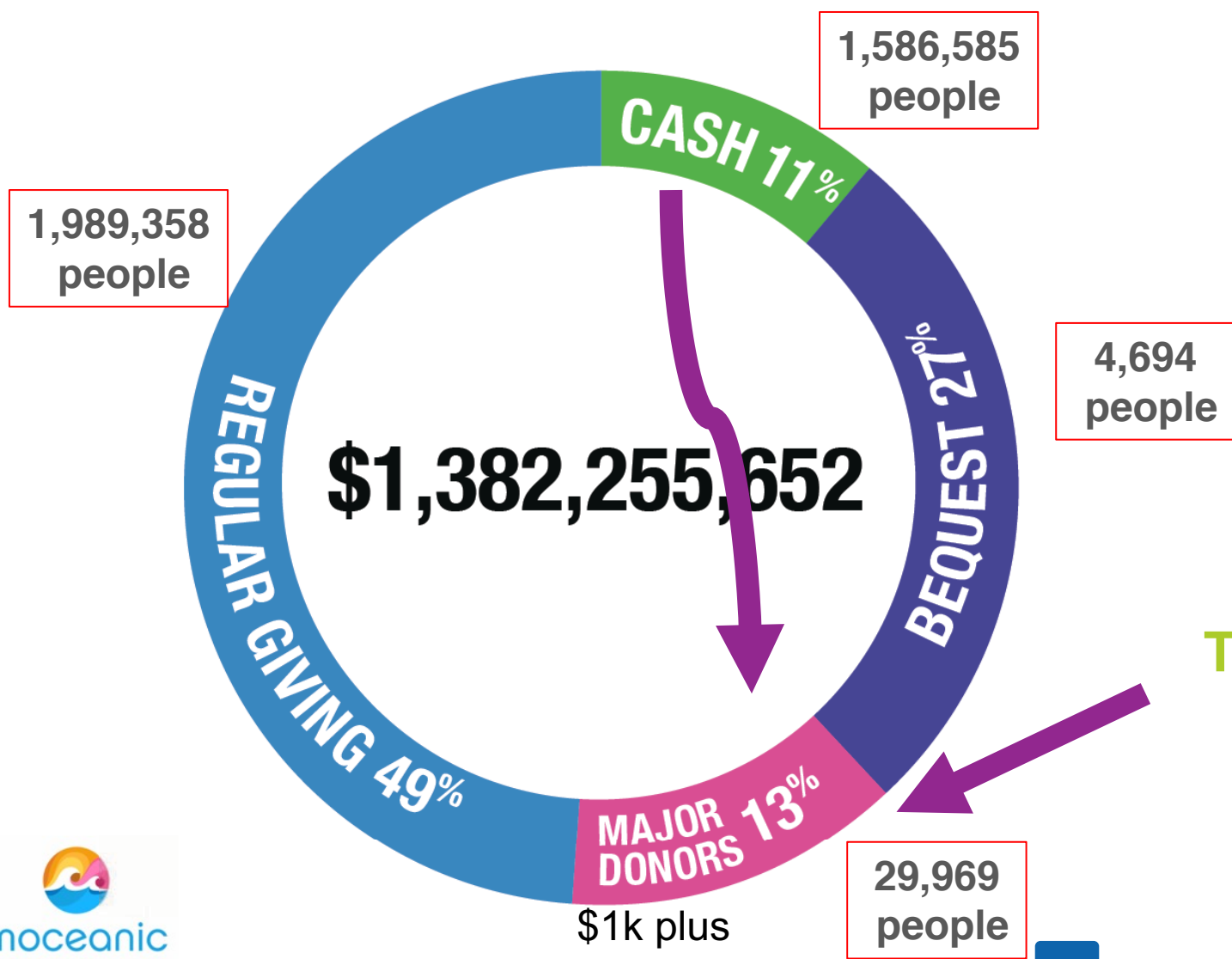
Donations by type



The big potential

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Donations by type



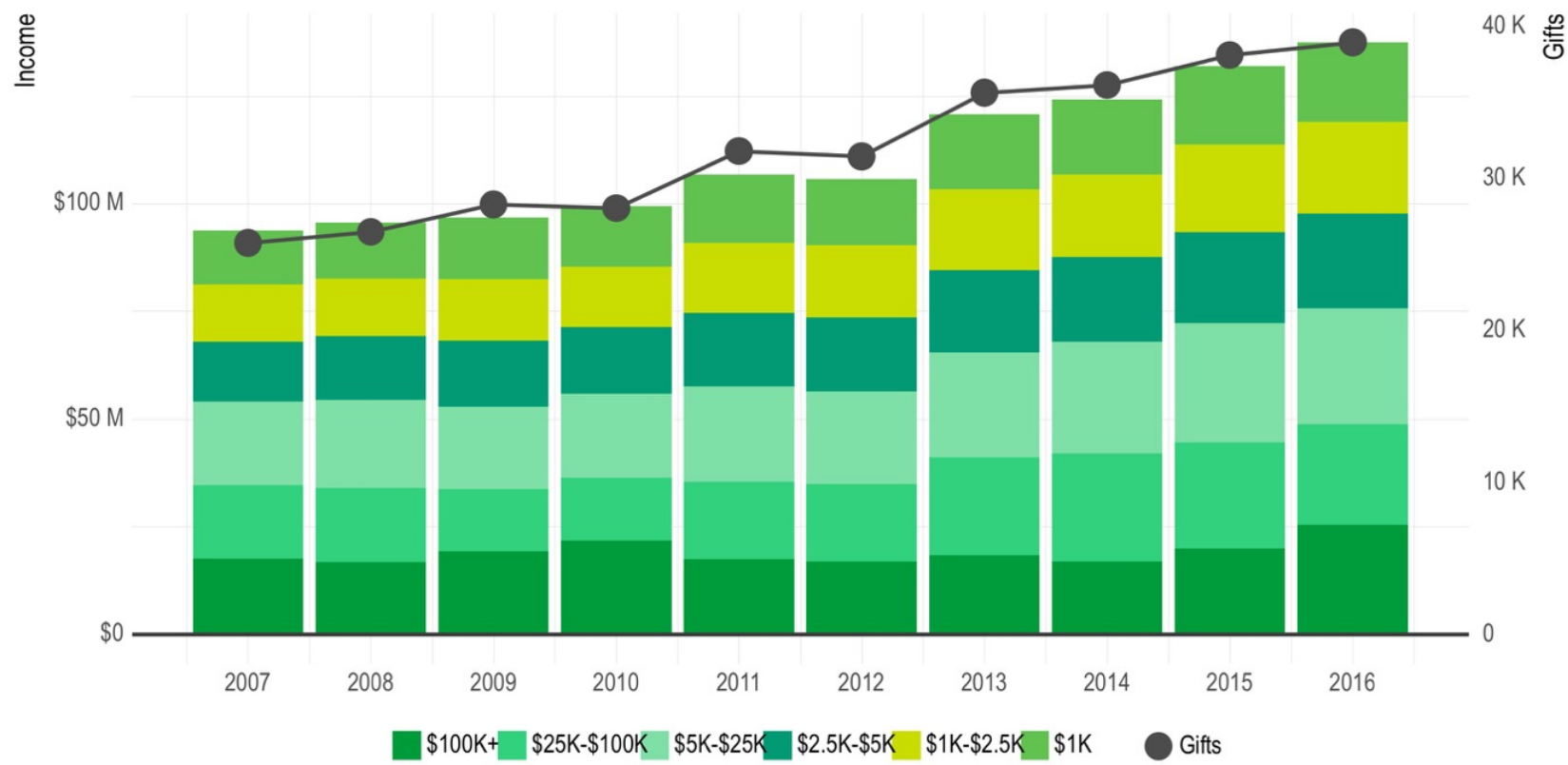
Today's focus

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BetterTogether

Cash Gifts

Gifts of \$1,000 and over



Base: Individual Cash donors, >= \$1K



Better Together

5 Year Value

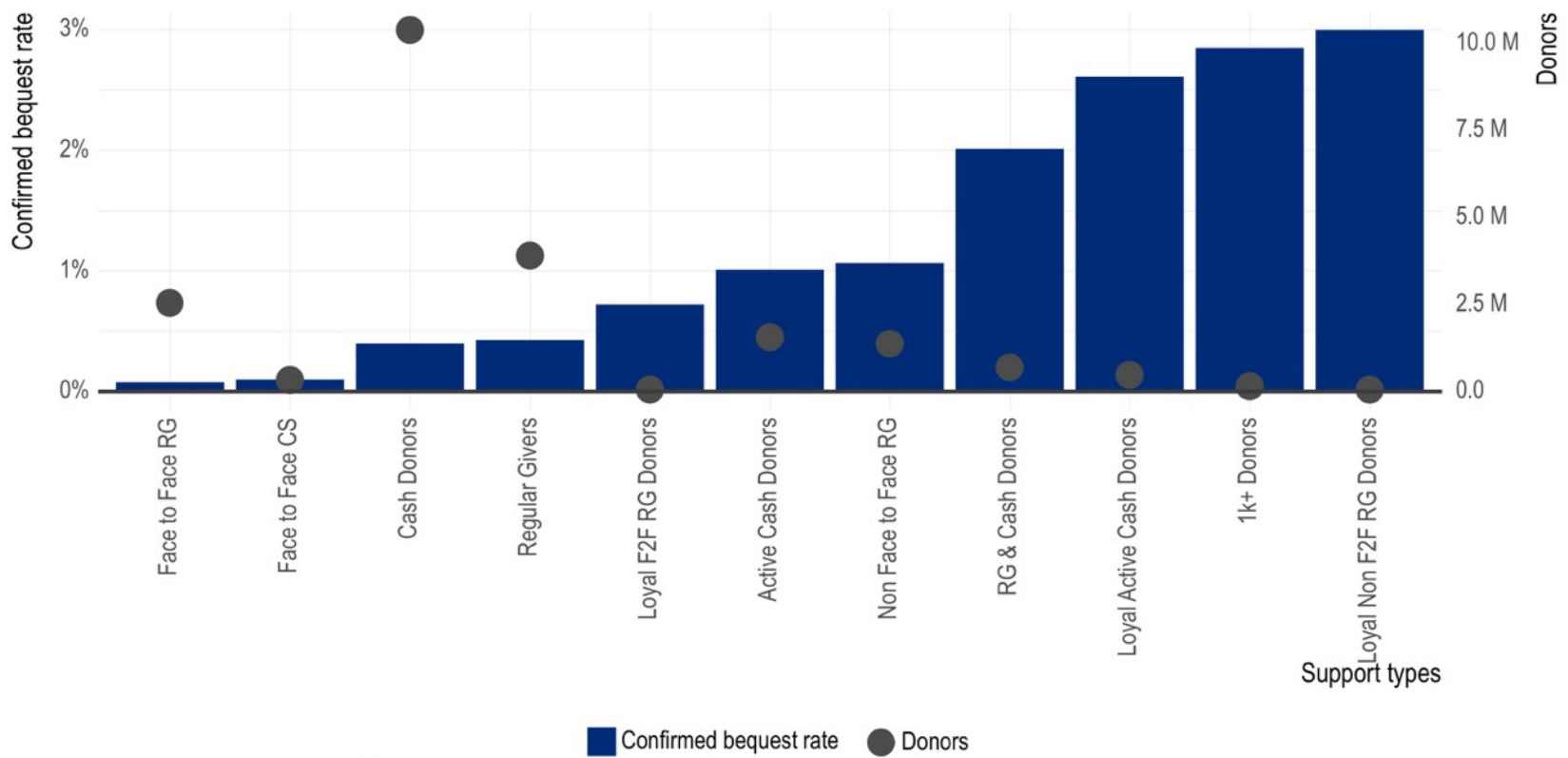
Mail recruits only



Base: Individual direct mail Cash recruits
First gift between \$10 and \$1,000
Year 1 income < \$25K
Recruited between 2008 and 2011

Pledged Bequest Rate

Support types are not mutually exclusive



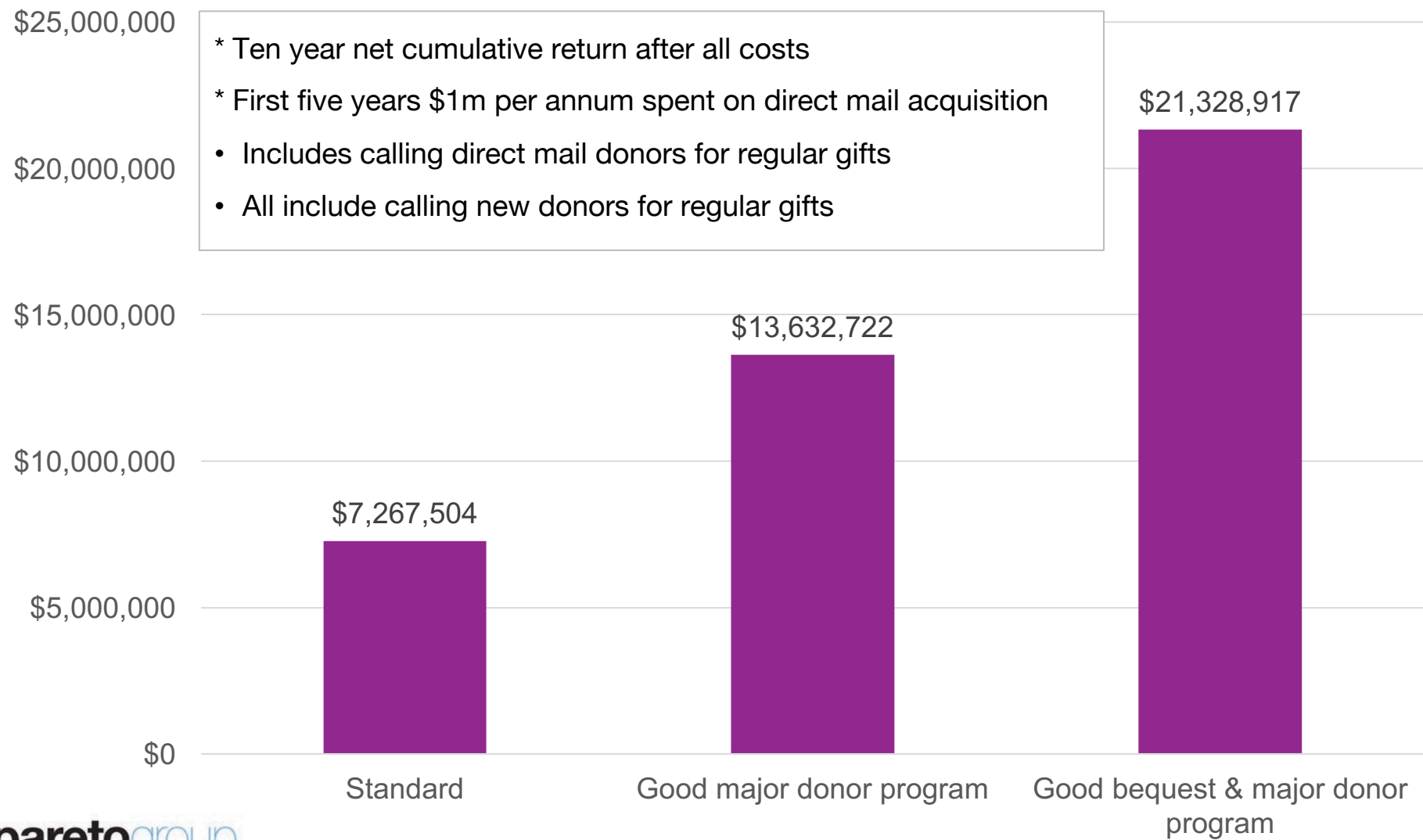
Base: Individual donors



Cash is King!

Mid-value – and major donors & bequests - come from cash, mail program

Example: Integrating Direct Mail with Bequests and Major Donors



Phew.

That was a lot of data.





Questions...

All about mid-value donors



Direct Mail and Mid-Value Donors

All About Mid-Value Donors

Why Direct Mail?

Surely personal contact better?

- Visiting, events and phoning are better communication methods but resource intense & only reach 20-35% of people.
- It is effective! It works, and it reaches the 65-80% you would miss out.



Conditions for Mid-Value Direct Mail



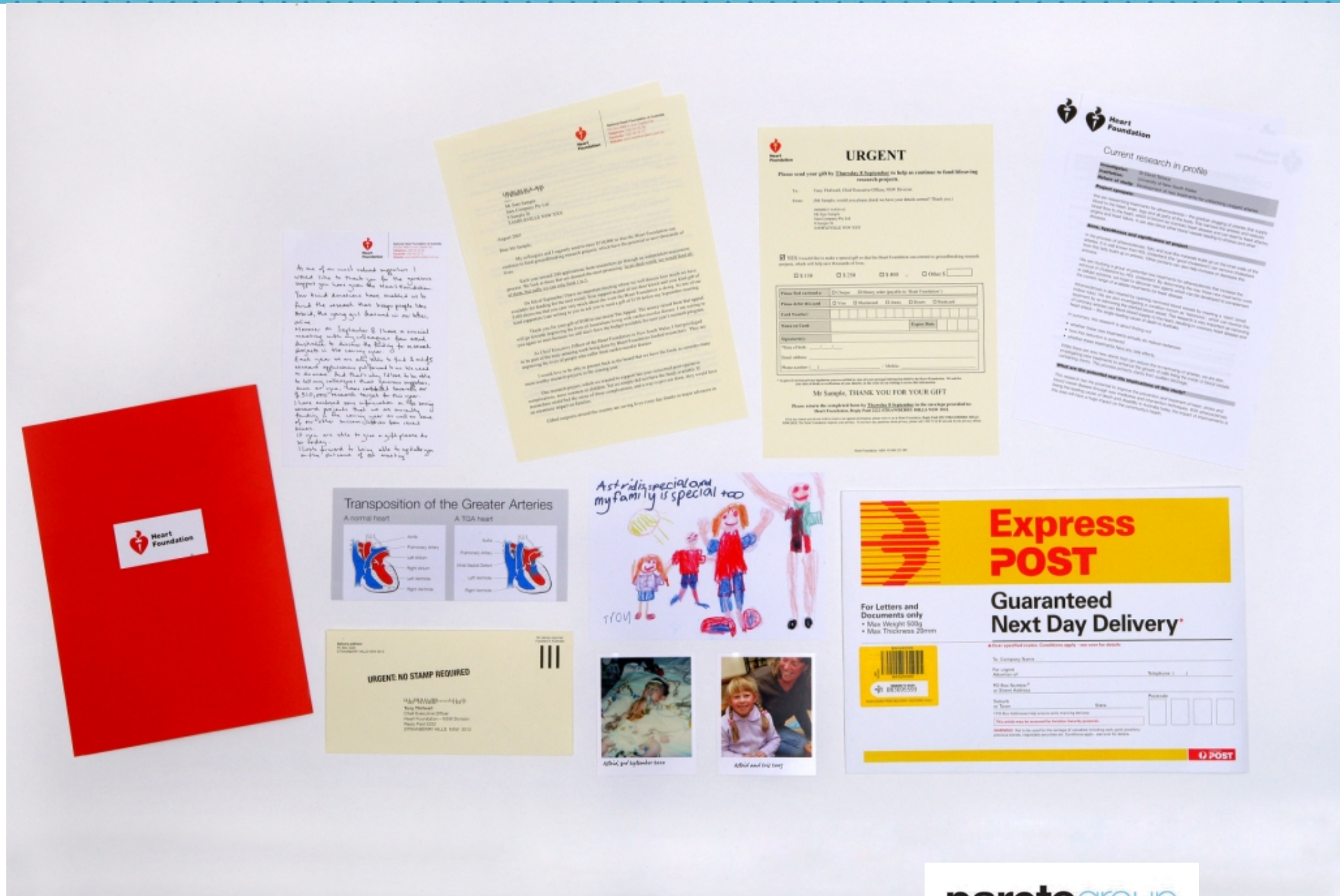
- You have a long term view
- You have mid-value donors already
- You want to maximise net income for cause, not minimise costs

Put Simply



- Spend more per pack to make a better pack that cuts through
- Personalise throughout
(or personalize if you are American 😊)











Dear <Mrs. Joan Sample>,

I have exciting news! You're invited to take a leadership role in a bold initiative to inspire courage and fight cancer.

It's called **Project: Cancer Courage.**

And when you take your place at the head of the table, you'll wield twice as much influence, twice as much power, and twice as much impact in the fight against cancer.

That's because any gift you give before December 31 will double — yes, double — with matching funds.

You can review the details in the Prospectus I've enclosed for you. But for now, consider that:

- Your gift of \$XX1 will double with matching funds to do \$YY1 of good.
- Your gift of \$XX2 will double with matching funds to do \$YY2 of good.
- Your gift of \$XX3 will double with matching funds to do \$YY3 of good.

The matching funds come from a \$100,000 grant donated to us by a generous benefactor. But to leverage the grant, we have to spend the money before December 31. After that

Your gift will be fully deductible. Finish the year strong and begin the new year with a clean conscience.

I hope you have a moment to look at some of the breakthrough research that's possible. It's worth a look, even if it's just for a moment.

These advances in science

THE E
12902 Magnolia Drive, MBC-FOUND



Explore this exciting opportunity to:

- See your generosity double in impact.
- Power the latest research.
- Save more lives from cancer.
- Bring us closer to the cure, faster.



First Class Mail







Questions...

All about mid-value donors



Basic and Immediate Stewardship

All About Mid-Value Donors

How Can We Build Better Relations Straight Away?





Resourcing and Budgeting

All About Mid-Value Donors

Budget - Ideal v Reality

Ideal

- One year detailed budget, 3-5 year budget and 7+ year projections.
- For warm / renewal maximise NET income.

Reality

- Few have an organisational strategy
3 or 5 year plan.
- Are your board or managers
obsessed with cost effectiveness
not money for the cause?



Budget - Ideal v Reality

Ideal

- Model acquisition to include potential mid and major donor values, legacies, monthly gifts.

Reality

- At least model for potential mid-value donations.



Budget - Ideal v Reality

Ideal

- Only do what only you **should** do; outsource what you can.
- Focus staff time on relationship building (phone & visits).
- It is more expensive to do your own copy, creative, mail management etc.

Reality

- Outsourcing *appears* to be more expensive. But in-house hides real costs and opportunity costs.
- Maybe have staff already in place.

YOUR simple budget

Direct mail

- Spend more on your top donors
- Be prepared to spend 20 x more on top 1% or so (include phone and visits)
- Spend 2-3 x more on rest of mid value donors
- If you can't increase budget, mail FEWER of the rest!

Visiting

- Work out how many visits you could do (time and geography)
- Expect about 1 in 5 of the people you *want* to visit to agree to a visit
- Multiply the number of visits you *could* do by five, to get the 'target' volume of donors to try to visit
- 'Rank' the donors by RFV





Project Work

Move YOUR mid-value program forward...

Next for you...



- Evaluate what you are doing with mid-value donors
- Work out what more you could do
 - Don't overcomplicate it! It doesn't need fancy new 'product development'!
- Book more learning
 - You have at least a few hundred
 - You have over \$50,000 in donations
 - You just want good personal training in fundraising



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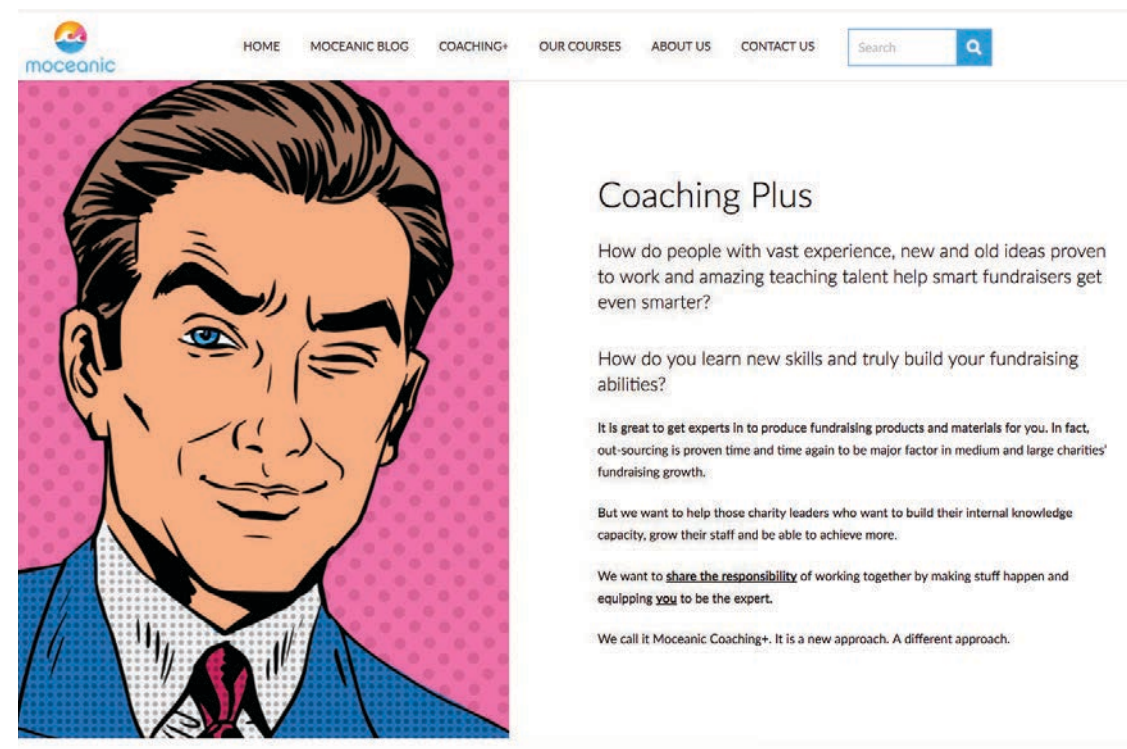
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help you every step of the way

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Questions...

All about mid-value donors



Wrap Up

All clear and any questions!?



Thank you!

