

A photograph of three women of different ages smiling and embracing each other. The woman in the center is a Black woman with braided hair, wearing a dark sweater. To her left is a white woman with short, curly hair, wearing a light-colored top. To her right is an older white woman with short hair and glasses, wearing a red jacket. The entire image is overlaid with a semi-transparent teal and blue gradient.

Perception is Driving the **New Reality in Mid-Value Giving**

Blakely

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Perception is Driving the New Reality in **Mid-Value Giving**

With the global transition to post-pandemic fundraising and the new stresses and challenges that come with this next phase of the journey, all of us at Blakely are reflecting on just how generous and supportive mid-value donors have been during this period. We have seen record numbers of donors move up to mid-value giving or give at that level for the very first time. Our insights revealed that average gifts were at an all-time high in 2020, and that digitally-led campaigns inspired people to do more for the vital causes we all work for.

We were already seeing real shifts in the strategies needed to better engage and support mid-value growth in our programs prior to the pandemic. Then in 2020 and 2021, teams were just trying to raise money and keep up with demands and needs driven by an ever-changing pandemic.

As we move through 2022, our focus is on engaging new donors who joined programs during COVID-19 along with a continued focus on renewal and growth specifically in mid-value giving.

Supported by new research and insight, we have developed a better understanding of what mid-value donors need, how their needs have changed, and what insights and strategy we can employ to retool our approaches to engagement. Our focus in the research was on core mid-value donors — not major gift-level transformational donors but the valuable, highly engaged and supportive people who have made much of the growth possible over the past two years. Some big learning opportunities exist to better understand the needs of our mid-value donors and further the connections already established. This latest information has allowed us to retool our approach for the next phase of engagement.

We are excited to share our thoughts and insights so you can ask yourselves the important questions that will help you build great strategy and deliver amazing donor experiences to your mid-value donors in 2022 and beyond!

A personal note from **Kimberley:**

“Mid-value donor development and understanding has been a passion of mine for more than 25 years. Building a better engagement program to support and inspire mid-value donors was the reason I got into consulting and agency work in the first place. I have always felt they are truly special donors to our organizations — passionate, loyal, and supportive of the missions we work with. I continue to believe that the responsibility for understanding what these donors need and want — and doing more to inspire them — is our collective role. We have proven that by doing just that, we can help mid-value donors realize more engagement and joy from giving.”



A personal note from **Rachel:**

“One of the things I always think about and ask myself when looking at programs isn’t necessarily how much we are raising, it’s how much we’re NOT raising! How much money are we leaving on the table because we miss the mark with some of our most valuable donors? Driving incremental improvements, as well as committing to transformational change to improve the mid-value donor experience, is paramount to realizing the full potential in our files.”



Where are the insights drawn from?

In the new research study with Leger, we surveyed 1,000 donors who have given \$500 or more to charity in at least one of the past two years.

Respondents:



57% are male



35% are 65+



57% are employed



39% are retired



48% had incomes over \$100,000



76% are married or coupled



28% have children at home

In addition, to inform our insights, we have the results of more than 25 donor affinity surveys and aggregated results from mid-value giving programs over the past three years. We focused on mid-value giving across files starting with \$1,000 in cumulative giving up to \$25,000, recognizing that your definition of mid-value may vary based on your unique organization.

Our starting point: Solid results from the past two years

Looking at amalgamated performance metrics from the past few years demonstrates an opportunity to plan better for the future using our insights and understanding of how mid-value donors have engaged with us.

Overall, mid-value (\$1,000+) donor volumes have seen strong growth in the past couple of years — up 58% from where they were at the end of 2019. Much of this growth is being driven by increases in acquisition volumes overall, which saw a 34% increase in 2020 alone (volume growth has since returned to pre-pandemic levels). Combining this influx of new supporters with increases in the proportion of new donors making their first contributions at the mid-value level (up 62% since 2019), we have seen very healthy growth in mid-value overall in the past two years and strong opportunities for prospecting due to increased availability of donors.

Renewal rates are at a five-year high

Renewal rates within mid-value saw a five-year high in 2020 across the sector, rising an average of 10%. More importantly, those donors who renewed were 7% more likely to stay at the mid-value level for an additional year than we saw pre-pandemic. We also observed that mid-value donors giving through the pandemic were giving additional gifts, rather than increasing their average gift amount. This was also true for monthly donors, with 20% of them stepping up to mid-value giving mostly by making incremental one-time gifts.

Two major drivers for large increases in the number of mid-value donors in the last two years:



Monthly donors
topping up to
mid-value levels.



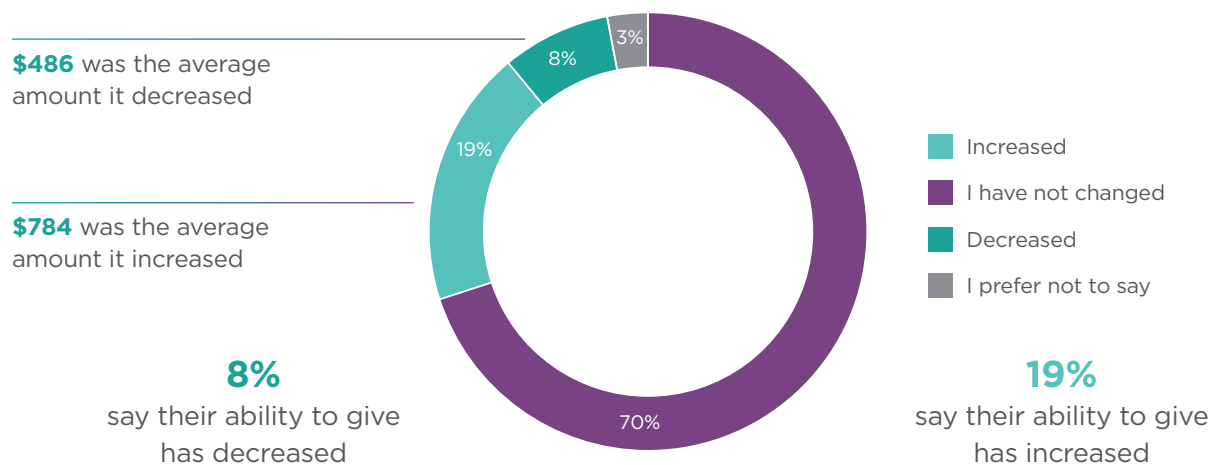
Digital acquisition
delivering new
mid-value donors.

In 2020, we saw a marked shift in the proportion of renewing mid-value donors who upgraded (up 32% year-over-year, with this growth coming equally from donors who previously would have downgraded or stayed the same). The net impact is that for donors who were renewing, there was a \$386 increase in value on average in 2020 compared to 2019. The positive news is that we are seeing mid-value donors continuing to give at strong levels across 2021 and 2022 — not as strong as 2020 levels but higher than 2019 pre-pandemic trends.

Redefining mid-value giving for 2022 and beyond

Thinking differently about your mid-value donors starts now. Insights are key and we wanted to know how mid-value donors are feeling about giving higher-value gifts, so we did what everyone needs to do: we asked them. The most pressing question on the minds of our clients is, “Will people keep giving at the levels they have been inspired to over the past two years?” The insights are encouraging but we need to understand that what we do moving forward matters, and this includes the donor experience we deliver.

70% of mid-value donors have not changed their giving habits

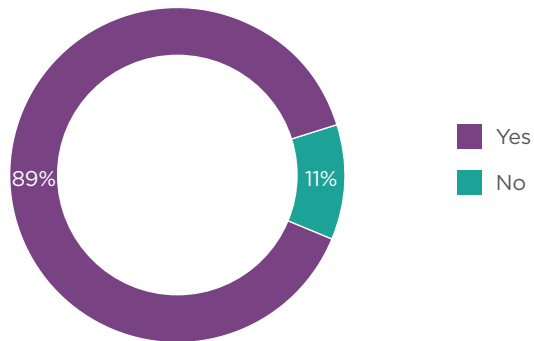


For most respondents (70%), the pandemic hasn't resulted in any change to how much they give. And no differences in this percentage were observed between actual household income levels. 19% say the amount they're able to set aside for charity has *increased* (the average amount being +\$784), while 8% say the amount has *decreased* (the average amount being -\$486).

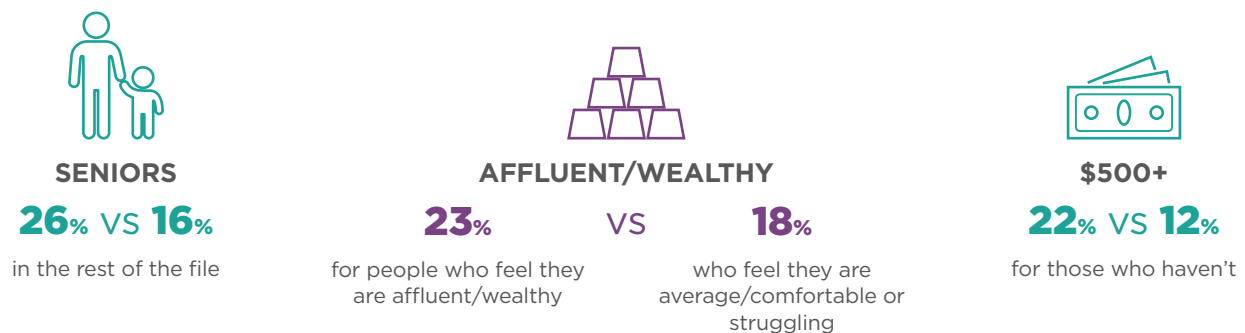
When we look at the two groups together, we have a strong indication that overall mid level donor giving is going to remain strong in 2022.

Good news! 89% of mid-value donors are going to retain or increase giving this year!

Do you expect your donations to stay the same or increase in 2022?



Increases in giving this year are more likely among:



Increases in giving were statistically more likely among seniors (26% vs. 16% among those younger than 65), those who've made a single gift, and those who have made a \$500+ one-time donation to a single charity in the past two years (22% vs. 12% among those who haven't). Those who believe they're affluent or wealthy are also more likely to feel they will be making increases (33% vs. 18% among those who consider themselves average or comfortable, and 15% among those who believe they're struggling).

Disposable income and spending have a connection to giving, so we looked to the research performed by Leger and their Pandemic Consumer Personas to see how mid-value donors were feeling about spending. The personas included The Euphoric, The Comfortable, The Apprehensive, The Steadfast, The Self-Starter, and The Shattered.

Half of mid-value donors classified themselves as feeling euphoric or steadfast, **which is great news as we move into a post-pandemic era because this group of people is focused either on getting their lives back on track and spending, or going back to doing things they did pre-pandemic as their habits have changed very little.**

Half of all mid-value donors have felt less affected by the pandemic

Euphoric	I feel the pandemic has stolen the last few years of my life and I can't wait to live my life with travel and experience.	31%
Steadfast	I haven't felt very affected or changed by the pandemic.	19%
Apprehensive	I've concentrated all my efforts on protecting myself from COVID-19 including shopping online as much as possible.	15%
Comfortable	The pandemic has changed me for the better. I've used the time to invest in my home and my community.	10%
Self-starter	The financial impact of the pandemic has been a top concern for me.	8%
Shattered	My fear of the pandemic has led me to stay isolated, which has impacted my mental health.	7%

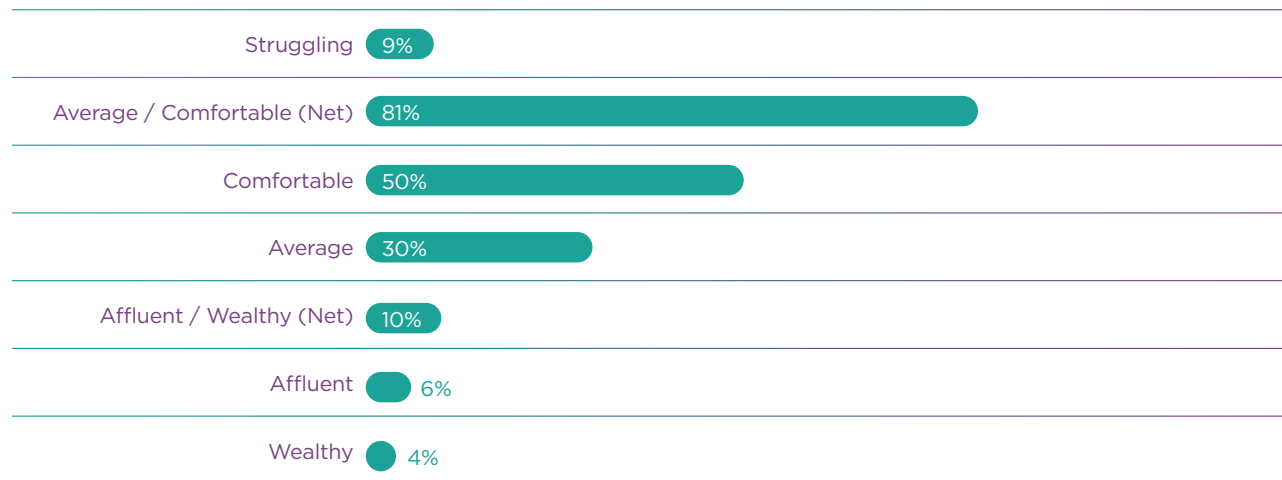
Overall, we still have a large base of donors feeling positive (75%). When we undertook more general research in January 2022, almost 10% of the population were feeling Shattered. That has dropped to 7% in this mid-value group; however, more people are feeling apprehensive about future spending so we want to keep tabs on where this moves as our economy changes moving forward.

When we looked at the results by household income, there were significantly more donors with higher incomes who were feeling less affected by the pandemic — those households with an income of \$150k+ were 15% more likely to feel euphoric and steadfast than households with incomes under \$80,000. On the flip side, lower-income households were 13% more likely to be concerned about finances than higher-income households.

One of the interesting pieces of insight was around wealth perception, and this can give us a clue about the potential for donors to move into higher-level giving. The majority of those surveyed (81%) said they were average or comfortable, 10% felt affluent/wealthy, and there was a group of 9% that although they are giving mid-value gifts, would describe themselves as struggling.

Most mid-value donors perceive their financial position to be ‘comfortable or average’ — NOT affluent or wealthy

Thinking about your current financial position, which one of the following words would you use to describe yourself?



When we looked at this up against household income, there were a few surprises, including 10% of those people with an income below \$100,000 feeling affluent/wealthy and 3% of those with an income over \$100,000 feeling that they were struggling.

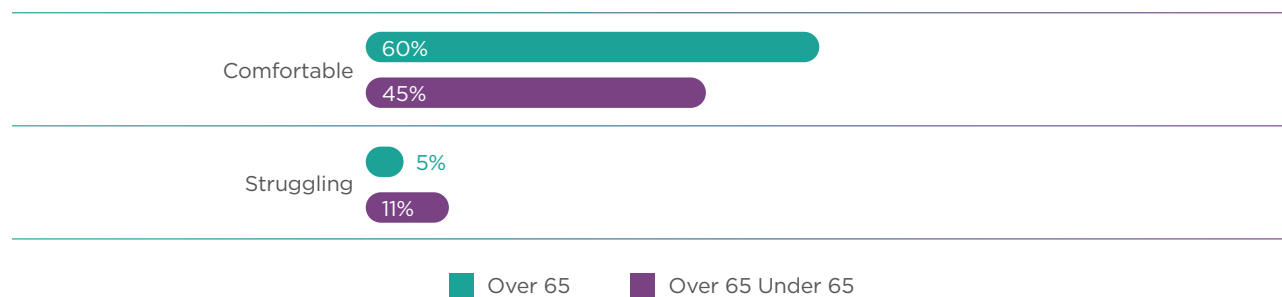
This suggests that there is a bigger picture at play — and that household income isn’t the only factor in mid-value giving.

People 65 or older were most likely to classify themselves as comfortable. And only 5% of respondents 65+ classified themselves as struggling compared to 11% of under-65s.

With some files are seeing more younger donors coming into their programs — up to 70% for some — the mix matters. More younger donors could have an impact on how people are feeling about giving moving forward, which in turn impacts actual giving, especially around average gifts.

People 55 and older gave 43% higher average gifts than those under 55, and people who were comfortable gave 50% more than those who considered themselves struggling. So understanding how your donor file is feeling and the demographic makeup of the file will help you better understand how these nuances may impact giving throughout 2022 and into 2023.

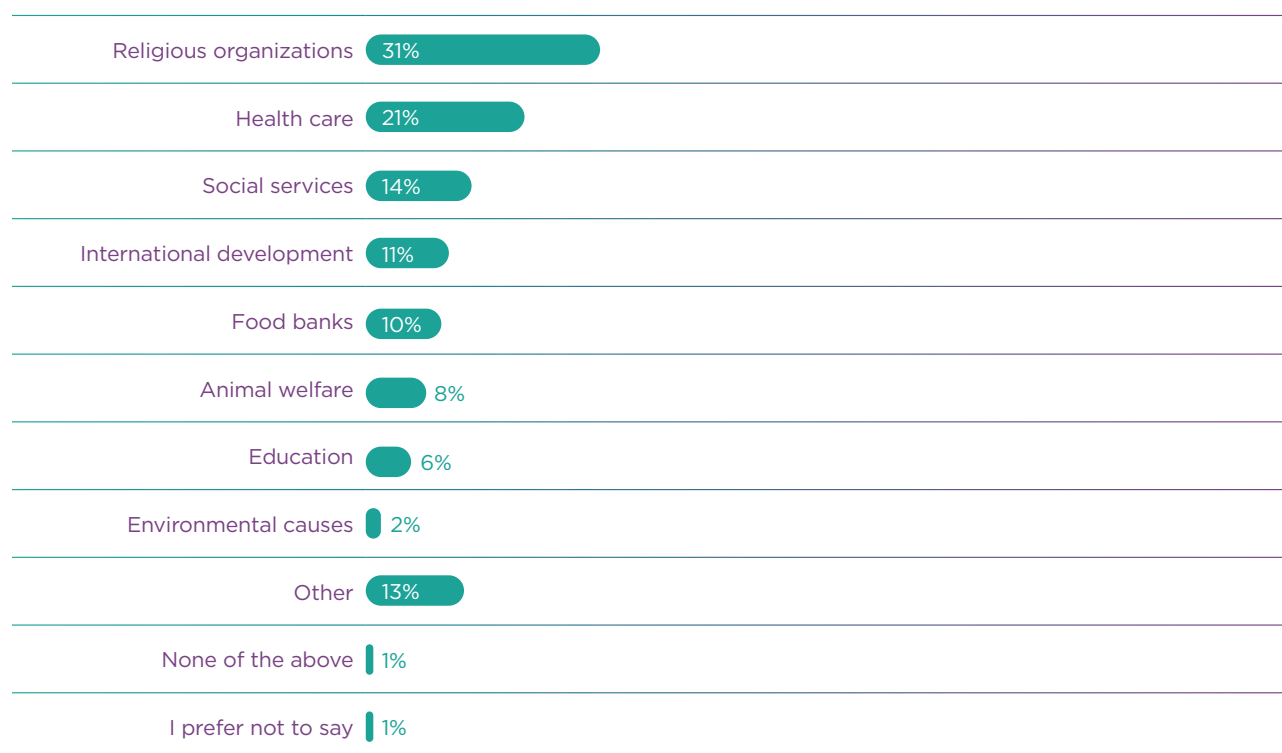
Older people more likely to say they were comfortable than younger people



Donations to religious organizations — other than health care and causes — social services/foodbanks and international development were all in the top five for mid-value donors in the past two years.

Who are mid-value donors giving to?

Which charitable sector(s) do you make single mid-value donations to?



The positive news overall is that we are seeing mid-value donors continuing to give at strong levels year to date in early 2022. This is not as strong as 2020 levels but higher than 2019 pre-pandemic trends, which means there has been an overall improvement in mid-value giving that is holding strong.

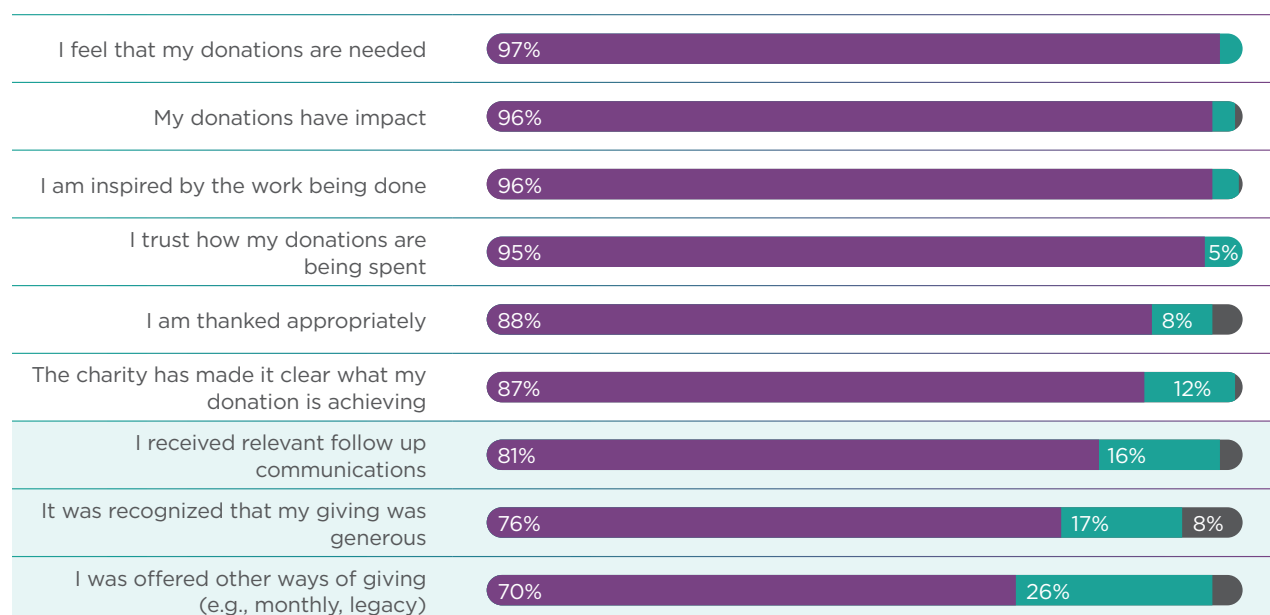
New thinking on mid-value audiences

The past two years have delivered real changes in giving driven by digital marketing, changes in values and donor needs, and external pressure. We have new donors and younger donors giving at mid-value and we have significantly more monthly donors giving at the mid-value donor range. In fact, monthly donors topping up gifts to mid-value was the second-biggest driver of growth in mid-value giving in 2020-21. Most importantly, we have new expectations from donors based on their own experiences from the past two years. The donor needs we identified five years ago remain, but they are shifting in terms of importance and priorities.

The good news is that overall, mid-value donors are satisfied with their experience. According to our research with Leger, 95% or more feel their donations are needed, have impact, are inspiring, and are creating high levels of trust.

Overall, mid-value donors are having a positive experience

When thinking about the largest ever donation you made, how much do you agree or disagree with the following statements?



However, from our affinity work and our previous research, we have identified some nuances in donor audiences within mid-value that are worth considering, so we are thinking about two different approaches to segmentation and donor journey development.

A gift value-based approach

Let's start with segmenting based on gift value, which is easier to understand and operationalize. Although this approach is more traditional, it's certainly not the most powerful.

In our affinity work, we realize that not all mid-value donors are the same. They want and need different things, and one of those is driven by their overall cumulative value or level of giving.

We know definitions are always helpful, so we define core mid-value as basically those donors giving between \$500 and \$5,000 a year, based on your volumes, average values, and unique donor file makeup (hence the range). This group of mid-value donors often makes up a slightly larger pool than the second group.

High mid-value donors give between \$5,000 and \$25,000; some could move up to major giving levels, but many do not (or do not desire it).

In our affinity research, we have correlated that the lower the mid-value gift amount, the higher the satisfaction with the experience, which should be concerning for all.

We also know from our previous research that high-value mid-value giving — those giving at the top end of the cohort — **often feel less satisfied with the experience.**

High mid-value donors report less satisfaction with the experience than low mid-value donors

	High mid-values	Core mid-values
Ease of Donation	64%	78%
Compelling reasons to donate again	43%	45%
Choice/Designation opportunities	33%	43%
Options for supporting in a non-financial way	10%	12%
Appropriate thanks	67%	63%
Recognition for gift	31%	32%

If we liken it to an airline travel reward program, the value and recognition rise with spend. The more elite, the more a traveler will want to stay in that category as the benefits and value make more of a difference.

If there is no difference in the journeys delivered for low and high mid-value, then those who are giving on the lower end often have their expectations exceeded, while those on the high end are more often disappointed. The kicker is that disappointment is far more damaging than exceeded expectations are rewarding. **So we are risking potential income if we're not making the case for tiered mid-value programs.**

Relevance **really** matters at **giving levels that are at the top of the band**, and by not tailoring the journey, the messaging, and the level of personalization, they **can easily** discount communications. From a stewardship, recognition, and engagement perspective, it's about our ability to make investments in the journey, adding in more one-on-one personalization and concierge donor services, and the investments in engagement with these donors.

We can afford more investment, and donors' expectations and needs differ at the \$25,000 level than at the \$1,000 level. Unfortunately, we often see programs that treat everyone the same within this important donor group.

This segmentation strategy is built on performance metrics and demonstrated giving, allowing us to better tailor the donor journey to expectations at a higher value. But the next driver in mid-value giving is by far the bigger determinant of donor attitudes and expectations around the experience.

A perception-based approach

The second way of looking at mid-value audiences is based on the donor perspective or “perceived generosity.” It is by far a bigger and more long-term project to collect data, measure, and build strategy around, but the result is a game changer.

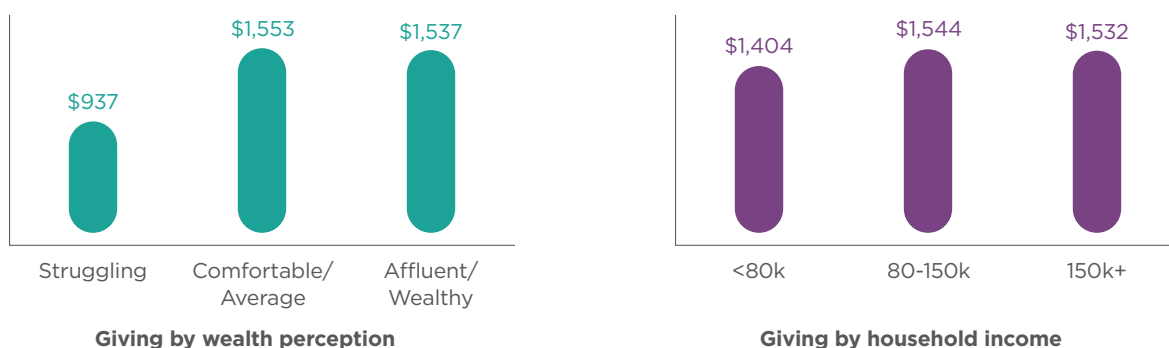
The insight from our latest research was that actual annual household income (HHI) is **not the only determinant to giving**.

It is about how people feel about their position in life from an economic perspective AND how they see their own giving, rather than HHI only.

How people **perceive the level of generosity of** their own giving really matters but is not completely tied to HHI. **For example**, people who saw themselves as struggling gave a third less of what someone who sees themselves as average or comfortable does on average — regardless of HHI (people who see themselves as struggling gave on average \$937, whereas the average was \$1,553 among those who consider themselves average or comfortable and \$1,537 among those who consider themselves affluent or wealthy).

Interestingly, people who considered themselves affluent or wealthy were no different than those who identified themselves as comfortable or average in value of the gifts they gave.

Household income is not the only determinant of giving



When we look at the average gift based on HHI, we don't see much difference between any of the bands. Donors earning \$150,000 or more gave \$1,532 on average, donors who earn \$80,000 to \$150,000 gave \$1,544 while donors who earn under \$80,000 gave \$1,403 — not significantly less.

We hypothesize that once people have their own needs met, they begin donating at higher levels.

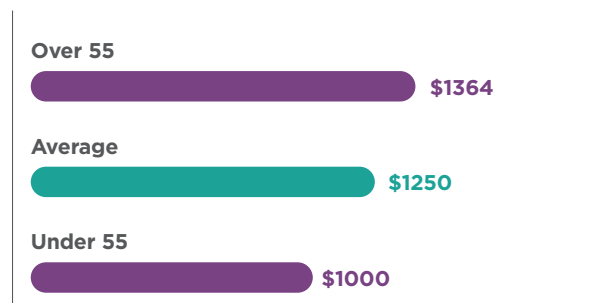
When applied to our programs, this new insight (which goes beyond income) gives us the potential to create an elevated experience for more people that increases our opportunities to engage and inspire people to do more. This is about affinity and connection, not wealth for core mid-value giving.

In other words, the driver to give increased gifts is not income for many, but rather self-perception.

When we looked further, we saw some interesting differences in giving based on age. When asked about the biggest single gift they have given in a year, respondents older than 55 gave 43% higher average gifts per year than under-55s — despite there being more younger donors in our files than ever before (and who have given to the organizations we aggregate).

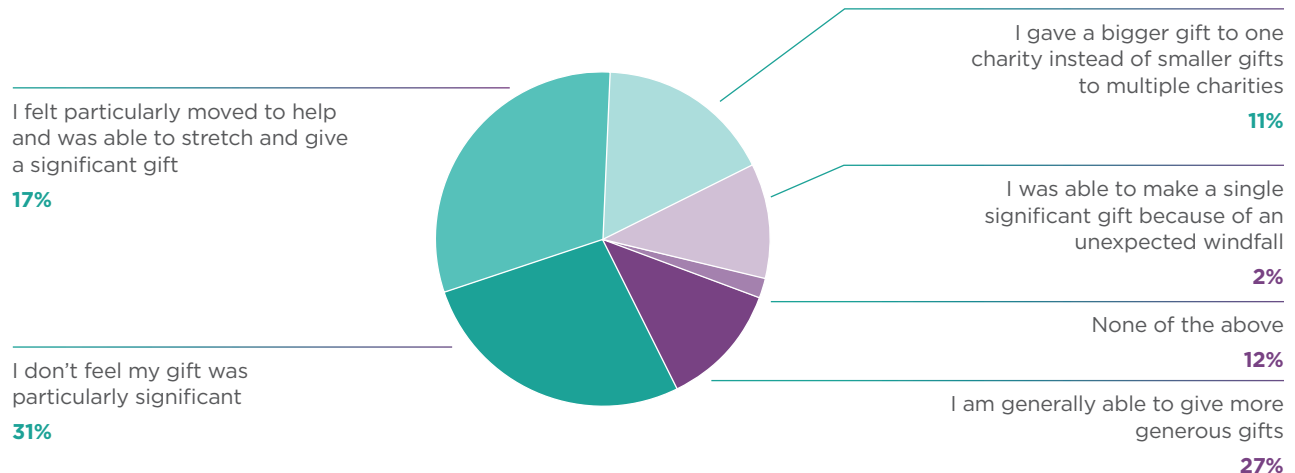
This leads us to believe that life stage is also important to the perception of generosity.

Generosity also seems to increase with age — especially for single mid-value donations



We feel there may be an explanation for this in science, and more specifically the oxytocin production that is related to generosity. A recent study by Paul Zak of Claremont Graduate University revealed that as we age and get a better sense of life satisfaction, we produce more oxytocin, which is a hormone that facilitates feelings of trust, altruism, charity, and generosity. We already know oxytocin is directly correlated to giving, so we can safely assume that if we deliver the right experience to younger donors now, they will in time become even more generous as they age. And we can deepen our connection to them over time, which matters to our strategies and actions now.

We also saw in our affinity research that there are **mid-value donors who do not perceive their donation to be significant (31%)**. These people are prime to be upgraded with the right proposition and experience. It's about underpinning the feelings of generosity and self-perception in order to inspire people to do more and feel great about it.



What does perception of generosity mean for the overall experience?

Those who feel their donation is more significant in context to their financial situation will be more likely to want the recognition for their generosity. Building an experience that identifies and recognizes this will increase retention. However, those who are giving at a high level and do not feel their gift is particularly generous will be less likely to increase their giving if they are being recognized for a level of generosity they do not believe they have.

	Struggling	Comfortable/ Average	Affluent/ Wealthy
I was thanked appropriately	75%	87%	89%
I received relevant follow up communications	69%	81%	83%
It was recognized that my giving was generous	66%	70%	74%

Recognition needs to align with wealth and generosity perception

Again, it's about the donors' perspective of the gift relative to their overall feelings of comfort, wealth, and their place in the future. It's about understanding your own donor audiences and gaining insights into who they are, how they are feeling, and what they need from you to give at the mid-value moving forward. Building segmentation and donor journey strategies based on these key insights around donor perceptions is a powerful tool that can deliver an **elevated donor experience, differentiate you among competitors, and drive improved connections** with your important mid-value donors.

Building propositions and offers in mid-value giving

From our affinity research, we have seen that core mid-value donors have more similarities with one-time gift (OTG) donors than with monthly donors in what they lean toward supporting. Whereas monthly donors are interested in longer-term problems (like legacy donors), mid-value donors often lean toward bigger, shorter-term problems.

It's simply that they can (and want to) give larger than average gifts.

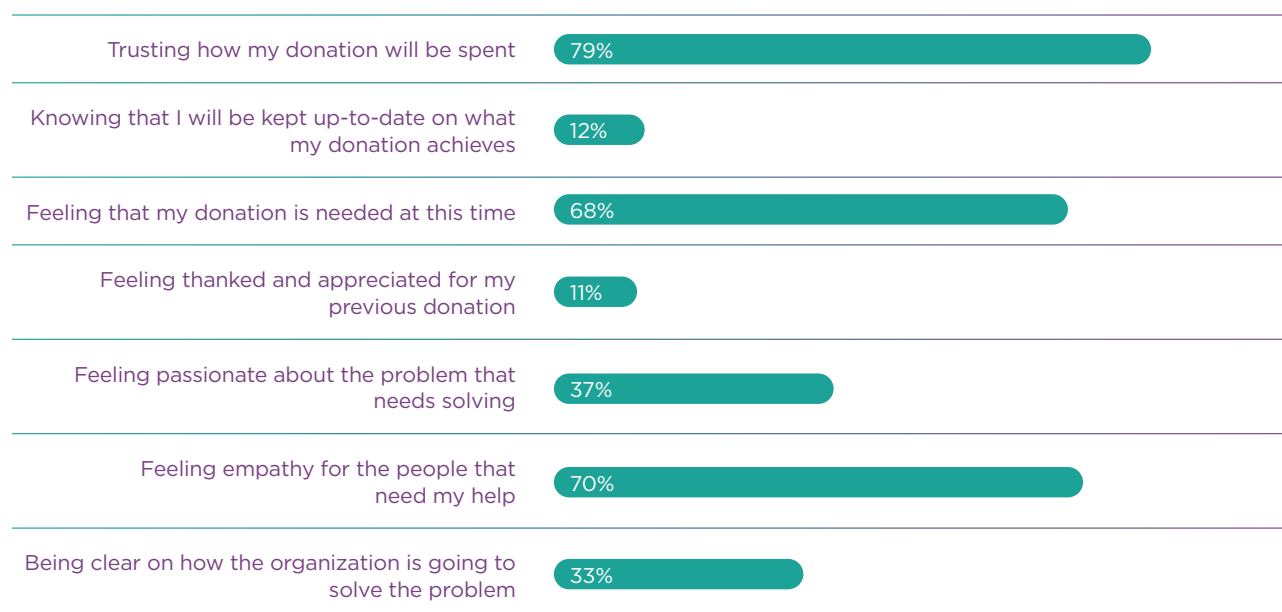
It's not that mid-value donors aren't motivated by longer-term problem solving, but they often want demonstrated impact and to know they are solving real issues for society.

To build truly effective propositions and offers for mid-value donors, there are multiple areas of insights we can look at that will help us hone the approach, including:

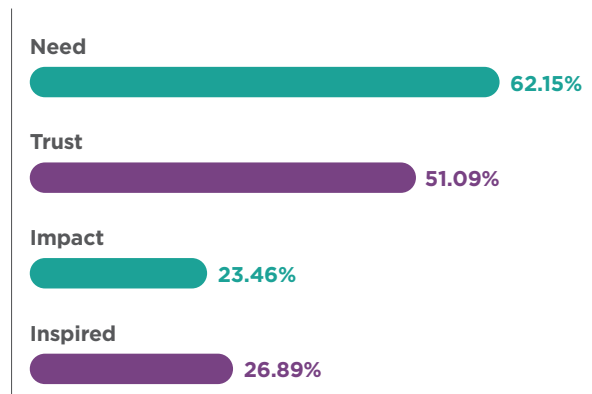
3.1 Trust and need

Once again, we saw that trust, need, and empathy were top of the list when we asked mid-value donors what they consider when making their philanthropic decisions.

Trust, need, and feeling empathy are the key drivers of mid-value giving decisions



Demonstrated need was the biggest driver of upgrade in many of our mid-value affinity projects, so any proposition should make sure the need and the problem that requires solving are clearly articulated.



3.2 The offer: Matches followed by giving choice

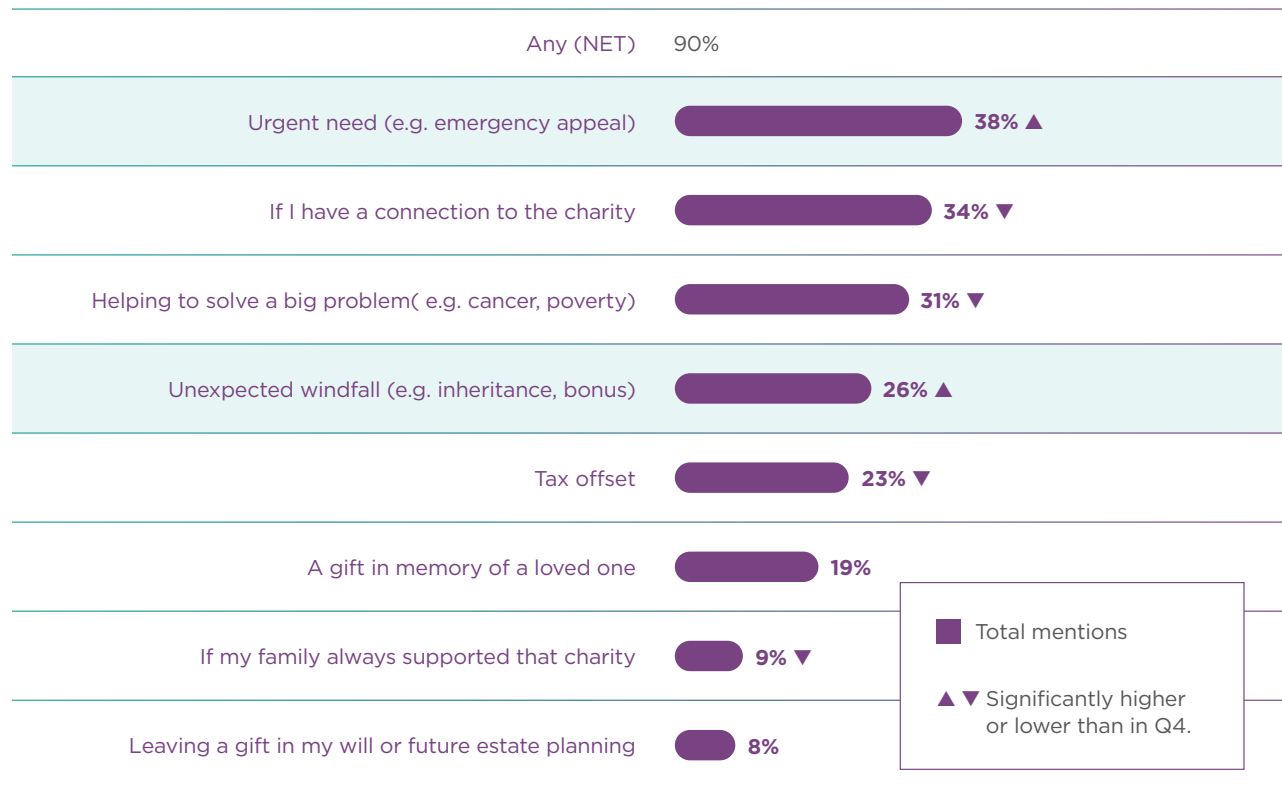
Aside from a match, one of the most powerful things that can be applied to the mid-value offer is choice. In our affinity research, up to 50% of mid-value donors told us this motivates them to give. This doesn't mean that mid-value needs to be designated but considering an offer of a broad "fund" or area of work (e.g., long-term work vs short-term work) would be compelling.

The use of undesignated special funds that can deliver on areas of highest need continues to be successful in connecting and inspiring people to join others and give to solve a bigger problem. We have also seen successful use of a productization approach to mid-value donors that provides a more fully integrated journey and more complete strategic long-term solution for delivering inspiring creative and offers that really get people moving.

3.3 Urgency

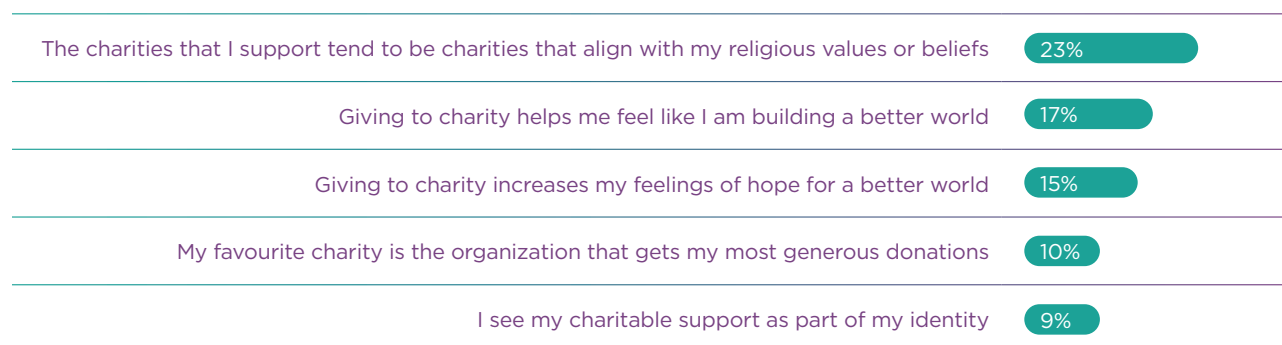
Urgent needs have risen significantly as a motivation since the end of 2021 when we surveyed last time. This is interesting because we are asking ourselves how the urgent need ties with 70% of donors feeling that charities have an important role to play in solving the big problems caused by the pandemic. We know that our new pandemic-driven donors are not like traditional emergency donors based on current renewals and giving. We will need to ensure we make it very clear how the pandemic has affected our missions, and is creating urgency and changing needs moving forward in order to renew and inspire donors.

Which of the following would be the greatest motivating factor for increasing your giving to a single charity? Any others?



3.4 Tapping into values to build a compelling ask

As we saw above, **about 74% of people surveyed gravitated to one of the statements** linking charity selection to one's values, beliefs and/or religious affiliations, especially among older respondents 55+ (29% vs. 16% among those <55). Others gravitated toward statements linking charitable giving to either building a better world (17% overall and 20% among women [vs.14% among men]) or hope for a better world (15%), rounding out the top three statements.



The rise of a values connection, which has been driven by the pandemic, has been an important factor in our affinity and donor needs work. With significant numbers of new donors skewing younger in files (in some affinity studies we have seen up to 70% of new donors who have given during the pandemic identify as 55 or less), we know this values connection is a key donor need that aligns with how people see themselves and how they want to give. Some feel that a values connection is only relevant to them if your case has a values-driven component such as social justice, but it's just not the case. We see values connection and the need for the charity to strongly reflect the values of donors in almost every affinity survey we conduct. And the numbers are rising, not abating. Your equity policies, how you treat staff, and how you represent your most vulnerable stakeholders all matter when it comes to value reflection and connection.

Having a key connection to the charity and long-term support is a strong indicator of commitment and passion for the cause, and continues to be very motivating but with many new donors on the file, we need to ensure we are tapping into every opportunity to connect by understanding what other motivations are inspiring people to give at the mid-value.

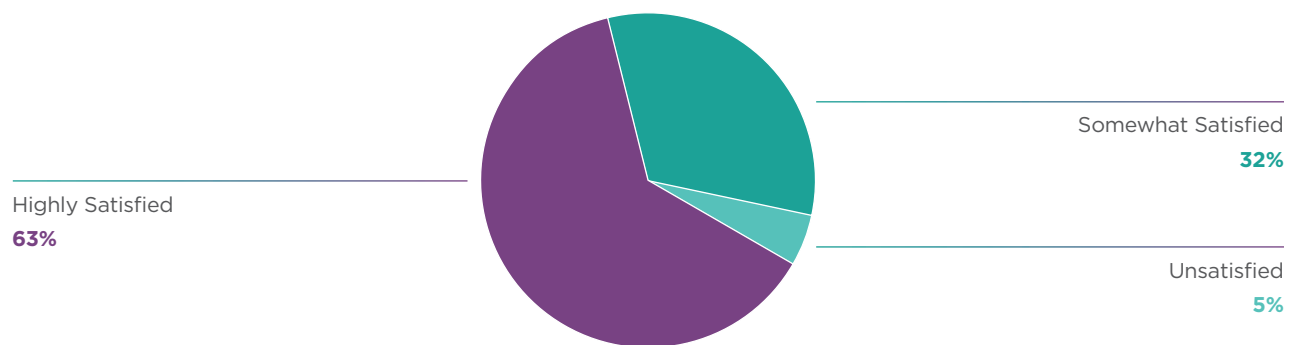
Frequency for mid-value donor solicitations

Frequency is an interesting question for mid-value donors. How often do they feel they want to make a mid-value gift? 48% felt mid-value giving should be more than once a year while 37% felt it should be less than once a year. So there will be donors who are delivering increased cumulative values by giving more than once and others who will skip a year. Looking at these patterns in your own insights can help you understand more about how your own mid-value donors are thinking about frequency. During the pandemic, we saw substantial upgrading driven by frequency. This has already tapered off in 2022 but it's important to consider the ask and the urgency as we bridge to core offers moving forward and frequency needs to be considered in the mix.

The donor experience for mid-value donors and its impact on giving

63% of people felt the initial donation experience of their largest gift to charity was highly satisfying. Subsequent experiences were just as satisfying, with six in 10 high-value donors being very satisfied, and most indicated they felt they had received formal onboarding. This is positive news for charities that have been investing in onboarding programs for mid-value donors to ensure they are bridging to core cause.

63% of mid-value donors are highly satisfied with their experience...



But there is insight that can help us to improve things for the 37% who **didn't** feel it was highly satisfying.

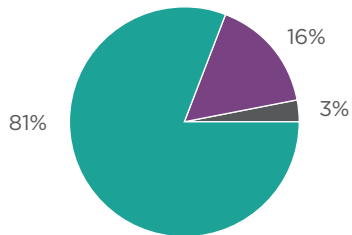
Mid-value donors who were surveyed were very satisfied with the level of need, impact, and trust they had in the charities they support. On average 95% of donors agreed that they felt donations were needed, were making a difference, and were in safe hands, which is great news.

The highest percentage of people who felt appropriately thanked consider themselves affluent and wealthy (89%) compared with struggling donors who only felt appropriately thanked 75% of the time. We can assume that those who are struggling feel their mid-value donation is a bigger stretch — and so would be looking for more appreciation.

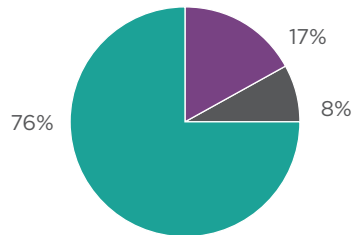
Overall, this was positive.

There were some areas that could be improved:

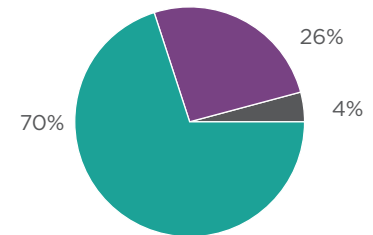
- Relevant communications
- Recognizing generosity
- Cross-selling other ways of giving



I received relevant follow up communications



It was recognized that my giving was generous



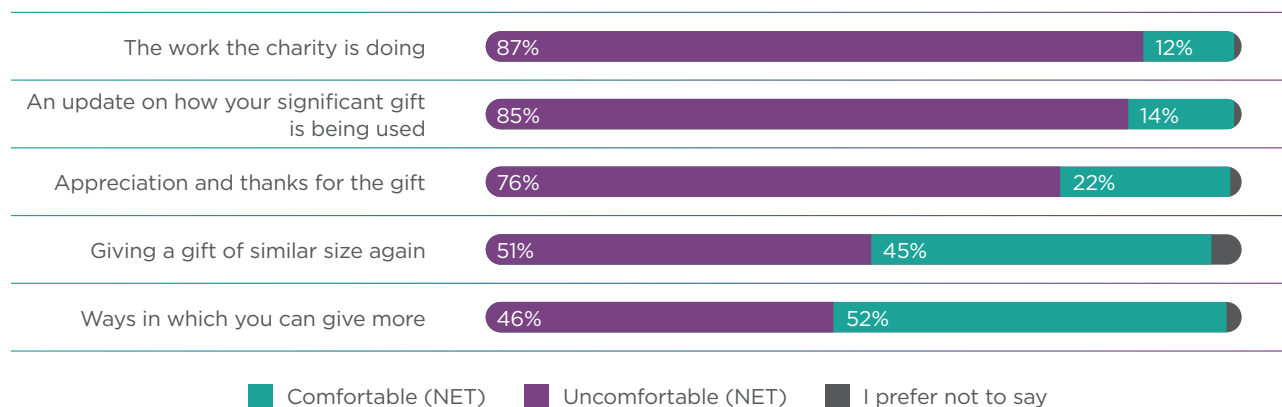
I was offered other ways of giving (e.g., monthly, legacy)

■ Agree (NET) ■ Disagree (NET) ■ I prefer not to say

4.1 Relevant communications

People are happy to be contacted around stewardship and engagement but less so around giving again. So how and when you build your solicitations into your journey for mid-value donors is important to build relevance — it can't be all solicitation. Our first focus is on how we can deliver relevant communications.

Our insights have given us a clue to what mid-value donors want, and top of the list is the work and difference their donations are making.



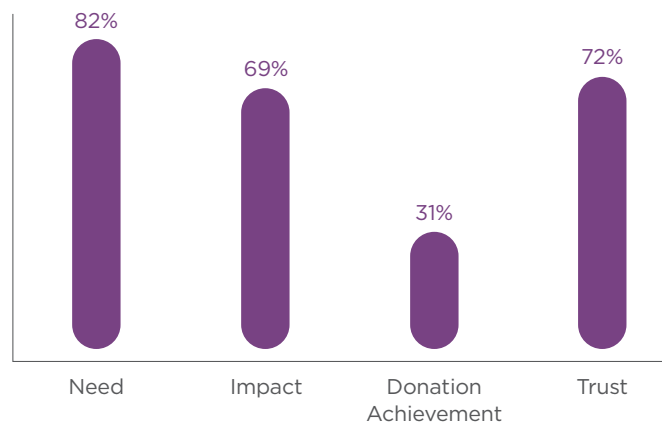
■ Comfortable (NET) ■ Uncomfortable (NET) ■ I prefer not to say

4.2 Achievement vs. charity impact

There is a difference between showing the impact of donors and the charity, and showing the donor the achievement of their donation — and in mid-value, especially high mid-value, this is something that can really elevate the experience. Both have a place in the communications mix but don't leave out the donor-specific impact.

Tactics such as personalized campaign feedback communications, follow-ups, and achievement pieces that are tailored to donation value can be important ways to clearly demonstrate what the mid-value donors gifts achieve.

Amalgamated Mid-value Affinity Results

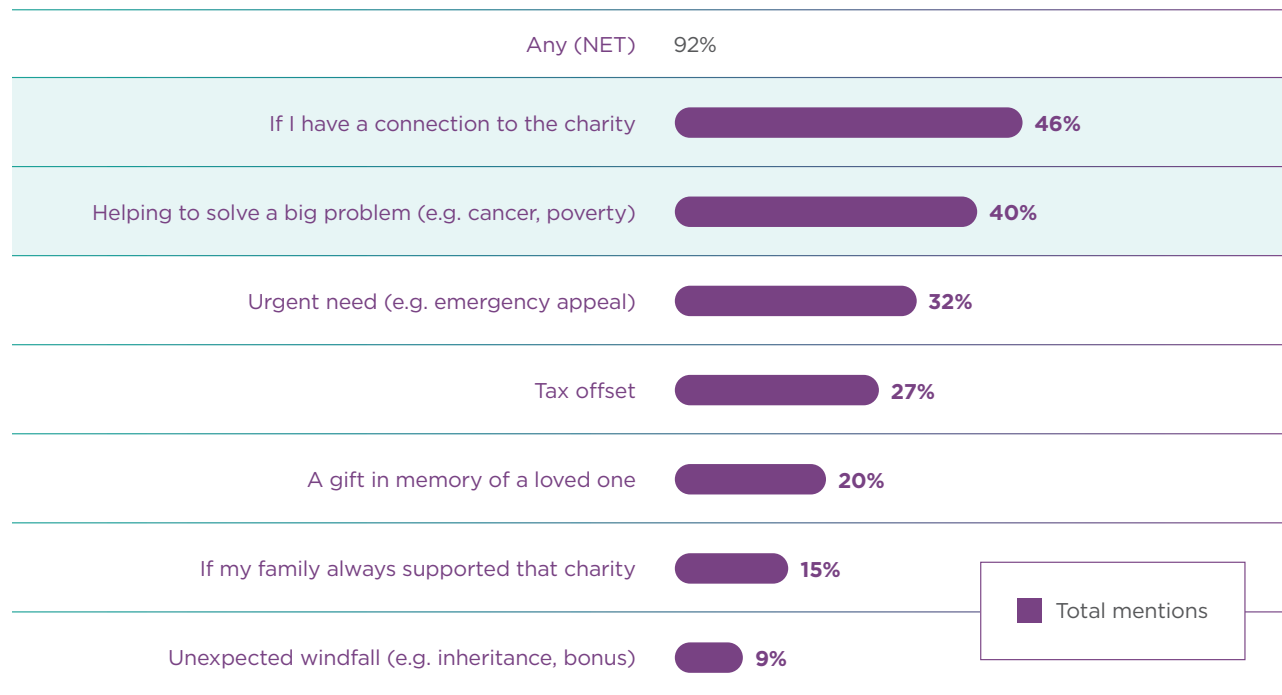


4.3 Connections matter

Connections to the charity are paramount, which means we must foster those connections now, especially with new donors who are a key audience for future giving. We need to be more proactive and thoughtful about listening to donor motivations and connections, and then make actual changes to what we are delivering to people based on this. Delivering a journey that aligns with how donors connect with our charity is always going to be more satisfying because it will be more relevant to the donor.

A connection to the charity drove significant gifts, followed by a desire to solve a big problem.

Which of the following was the greatest motivating factor in making a significant gift to a single charity? Any others?



4.4 In-memory motivations

In our affinity research, one of the things that was clear with mid-value files is there is often a lot of motivation linked to the memory of a loved one.

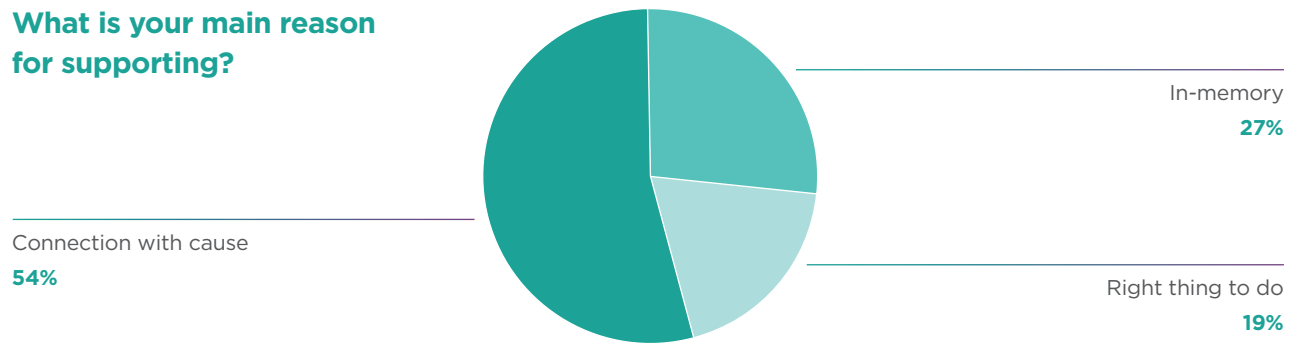
In fact, it's a perfect place for recently bereaved donors to turn up due to collections and gifts from inheritances or stretch gifts to honour a life. **The experience they receive may determine if they give again, so if your cause has a good fit with in-memory giving,** it's important that your mid-value program tries to identify those who are recently bereaved. It may be that a different journey is needed, but it could be the 80/20 rule of two or three special touchpoints a year and acknowledgement of the gift at a difficult time.

By recognizing this, we have a better chance of retaining donors at whatever level they naturally fall into.

Investing in a better understanding of the motivations of mid-value donors as they onboard is very helpful in ensuring you're targeting strategies to how donors connect into the future.

Relevant Communications — In-Memory Motivation

What is your main reason for supporting?



4.5 Pride and generosity

From our affinity research, we know that people who feel proud of a charity and **who felt generous about their giving** were more likely to give and more likely to consider a legacy donation.

The mid-value group has more reason to feel these emotions, yet we are seeing that they are often LESS likely to feel generous than a lower-level donor. **On average, we are seeing mid-value donors feeling 10% less proud and 8% less generous.** We can refer to perceived generosity to find the answer to this **and assume that the size of gift in context to financial perception is thought of as less generous.** But the great news is that we can enhance our experience content to help encourage those feelings of pride and generosity among mid-value donors as we build new journeys of engagement.

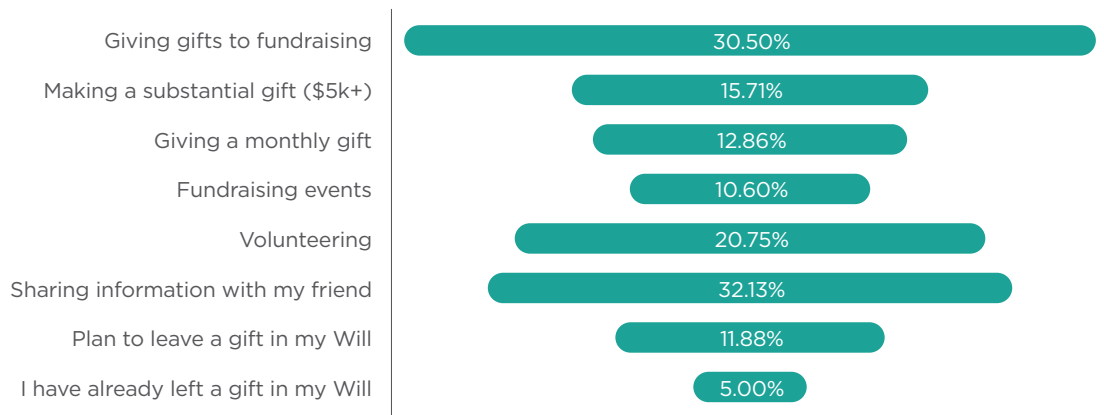
4.6

Cross-selling opportunities with mid-value donors are key to long-term engagement

As a part of our affinity work, we saw that offering people other ways to support charities they are passionate about is a key way to inspire and engage people.

Only 58% of donors among the 65+ group (vs. 76% among those younger than 65) felt they were given additional choices to give in different ways and support the organizations they love.

Percentage of affinity respondents who would consider an additional way of giving



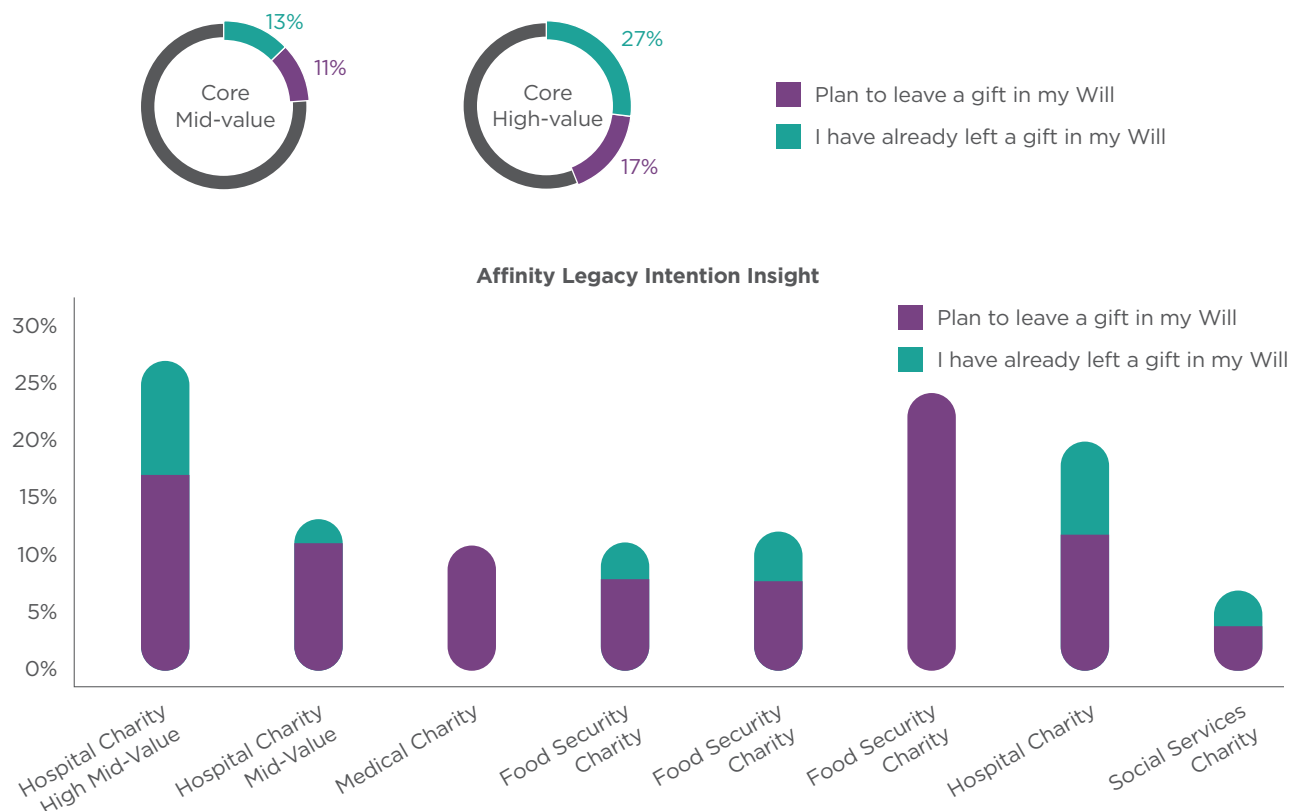
There is a continuing opportunity for cross-marketing engagement that could deepen commitments and inspire donors in new ways if it is integrated in thoughtful ways and not all put in front of the donor for them to respond to and prioritize.

Legacy and mid-value donors: An amazing opportunity to deepen relationships

One area of cross-marketing and increased engagement is legacy giving. We see continued openness to planned giving of all kinds: traditional legacy bequests AND gifts of securities and donor-advised funds. But throwing it all at a donor is not the recommended action.

Thoughtfully incorporating cross-marketing opportunities that make sense, are well executed and timed, and add to the donor experience can truly work to build engagement. We have demonstrated in every affinity survey we have conducted that mid-value donors feel a strong connection to legacy giving. They are often well informed and motivated to consider a legacy gift to their favourite charities. We especially see high mid-value donor groups connecting with legacy and being very passionate about making a legacy gift.

High Mid-Value donors are more likely to consider legacy in many of the affinity surveys



In our affinity research work, people are very positive about legacy giving and have a general openness to making legacy gifts across charity sectors.

In the Leger research, 33% of mid-value donors surveyed have been asked to consider a legacy gift — this is especially true among seniors (at 46%) and those who have made a single \$500+ donation (36%).

37% would consider giving a legacy gift to a charity they have given a significant amount to and another 13% would consider giving a legacy gift to a charity they have given to, but not necessarily at the mid-value level. That's 50% of mid-value donors surveyed who are open to legacy giving but only 33% have been engaged in legacy conversations. We see this as an opportunity to increase engagement.

What is very interesting is that 72% of people said they would continue to give to a charity that they had included in their estate planning. For 21%, they indicated that the amount would go up. This was especially true for people who considered themselves average or comfortable, affluent, or wealthy, or were 55+. This is very important for organizations to understand when building donor journeys for mid-value integrated with legacy. These are nuanced journeys that really matter in delivering long-term value for both the donor and the organization.

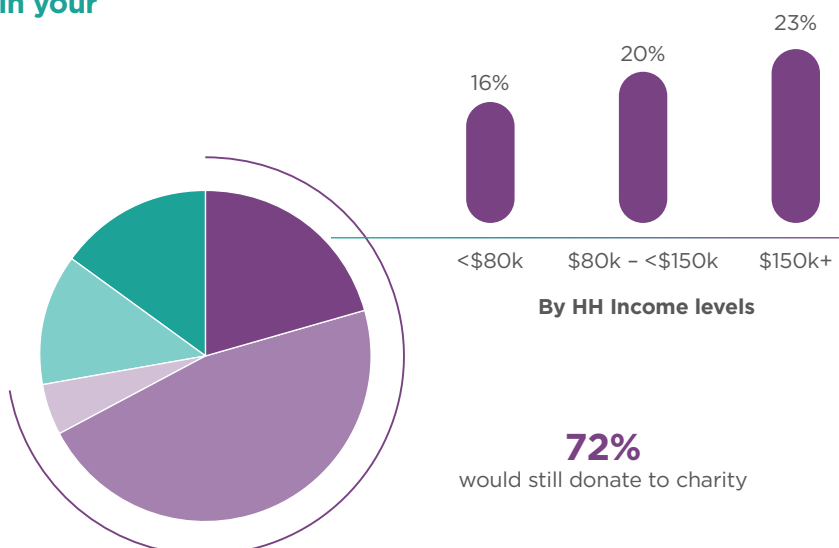
Two in ten believe a legacy gift would mean that they'd end up donating *more* to the charity in question.

If a donor were to set up a legacy gift to a charity they've previously donated to, seven-in-ten would continue donating to that charity, but for 26%, the amount would change: 21% percent would end up donating more (especially those who consider themselves *average* or *comfortable* [21%], or *affluent* or *wealthy* [29% vs. just 12% among those who believe they're *struggling*], as well as those <55 [28%] vs. nearly half that [16%] among those 55+), while five percent would end up donating less.

Only one-in-ten (13%) would stop donating annually to a charity they make a legacy commitment to — much lower than previously thought.

If you were to give a legacy gift to a charity you already donate to in your Will, would you donate . . . ?

- More
- The same
- Less
- Discontinue donating to that charity
- I prefer not to answer



About half believe that the inclusion of a charity in their Will is a vital part of the support they give

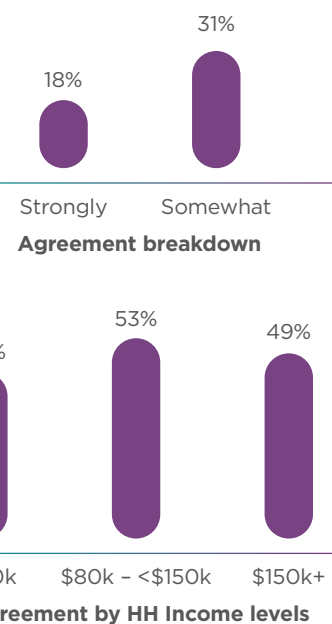
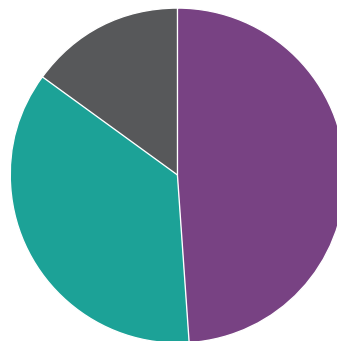
49% feel that the inclusion of a charity in their Will is a vital part of the support they give. This is exciting and provides a significant opportunity for engagement and connection in integration, driven by insights and invested in from a donor journey and proposition perspective.

This is especially true for those <55 (59% vs. 42% among those 55+), those with children <18 still living at home (57% vs. 47% among those without any children <18 living at home), those not born in Canada (57% vs. 47% among those who were), as well as those who believe they're *affluent* or *wealthy* (64% vs. 49% among those who consider themselves *average* or *comfortable*, and 39% among those who believe they're *struggling*). No differences were observed between actual household income levels.

To what extent do you agree or disagree with the following statement?

I believe including a charity in my Will is a vital part of the support I give to causes I am passionate about.

- Agree (NET)
- Disagree (NET)
- I don't know



Legacy giving with mid-value donors will drive significant revenues in the future and is a **key area of opportunity now**.

Application of the insights

Understanding the attitudes, needs, and motivations of mid-value donors is key to building effective strategy moving forward. Nothing replaces understanding your own mid-value file. Digging into both performance metrics AND affinity/motivations can be used in combination to build new approaches to enhancing both experience and connections with mid-value donors.

A benefit of gaining so many new donors across the overall individual giving / annual file in the past two years is that the pool of available prospects for upgrading to the mid-value increased in 2021. This has led to the volume of donors giving at the \$1,000+ level remaining level in 2021, but without the urgency of the case that COVID-19 brought. Currently, upgrades are up 41% compared to 2019. So our job is to build journeys that are nuanced for specific mid-value donors and build in elements that meet their needs. This includes an elevated overall experience, digital touches, and compelling content that demonstrates need and urgency and allows them to solve big problems.

Priority list

We know resources are limited and that it can be daunting to change programs, so we would recommend the following:

- 1. Gather all your insights into your own mid-value donor groups now — you are your best benchmark so we recommend looking back five years**
- 2. Review your mid-value proposition to ensure there is an urgent problem to solve**
- 3. Segment donors into core and high mid-value, and enhance the experience for high mid-value**
- 4. Add plenty of impact into the experience**
- 5. Infuse pride and generosity into the experience**
- 6. Ensure cross-selling and options of other ways to support are in the experience**
- 7. Identify in-memory donors as they come into the file and deliver a relevant experience**
- 8. Collect perceived generosity information to use in segmentation (which means new KPIs and new measurements)**

- 9. Ensure legacy is integrated as a part of the engagement strategy and that these journeys are nuanced based on your unique donors**
- 10. Consider an affinity study to better understand the unique drivers in your own file — it will strengthen your strategy, your proposition, your journey work, and your program**

We know mid-value donors will continue to be key to your short- and long-term strategies and remain at the heart of your individual giving program. These donors continue to be generous and loyal, and they really care. We need to take good care of them right back and as we move out of the pandemic and into the next phase of our work — we need to take them on the journey with us.

Individual mid- to high-value gifts are going to become increasingly important in the mix, so investing in these important relationships now will better enable you to continue on a positive path and more deeply connect with mid-value donors in the times ahead.

Questions and contact

As always, please reach out to us with any questions, comments, or clarifications. We are retooling our programs and products to better target and engage mid-value donors with a special focus on all the new people who have given at higher levels during the pandemic. Our goal is to find innovative ways to engage donors moving forward. We hope you find the insights and research interesting and helpful in thinking differently about your own programs.

We love to talk mid-value giving, and we look forward to talking with you about mid-value strategies and opportunities. If you have any questions, please reach out!

Kimberley (kimberley@blakelyfundraising.com) or Rachel (rachel@blakelyfundraising.com)