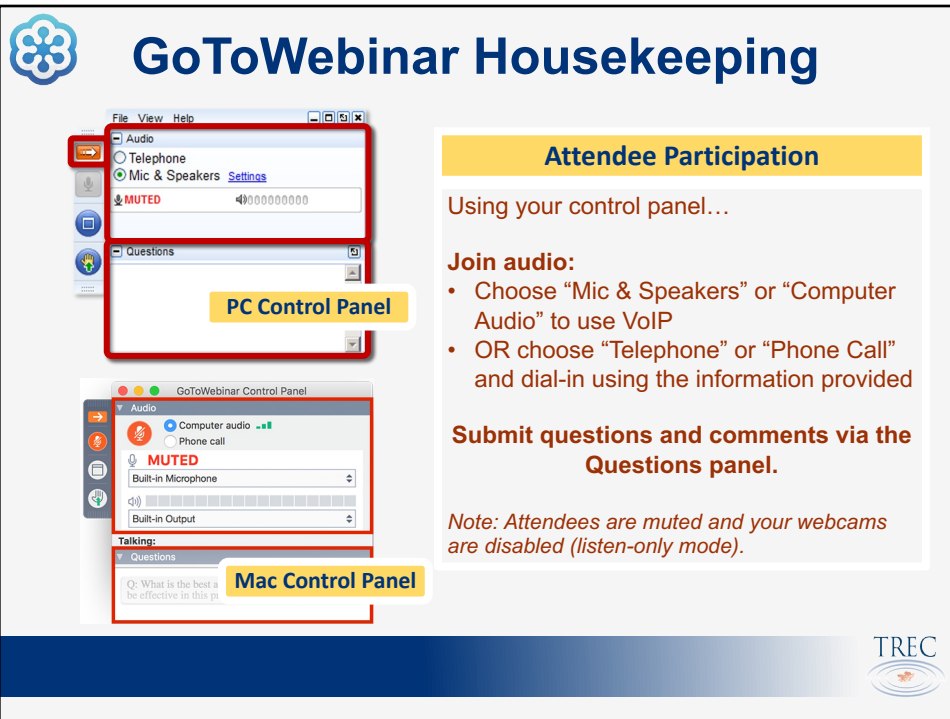
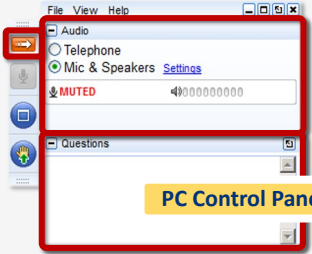
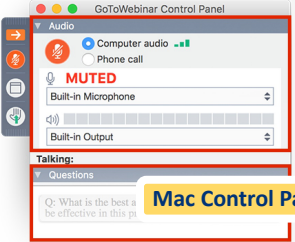




GoToWebinar Housekeeping



PC Control Panel



Mac Control Panel

Attendee Participation

Using your control panel...

Join audio:

- Choose “Mic & Speakers” or “Computer Audio” to use VoIP
- OR choose “Telephone” or “Phone Call” and dial-in using the information provided

Submit questions and comments via the Questions panel.

Note: Attendees are muted and your webcams are disabled (listen-only mode).



1





**FRIENDS
GRASSROOTS
NETWORK**



**CONSERVATION
LANDS
FOUNDATION**

Grassroots Advocacy Program

Filling the GAP for Conservation

Harnessing the collective knowledge and passion of the Friends Grassroots Network and providing resources to build capacity and future success on our National Conservation Lands.

Modules of Learning

Grassroots Advocacy	Community Engagement	Leadership & Management
Enhance organizational knowledge and capacity in policy and legal work.	Enhance partners' abilities to communicate and interact with their communities in culturally relevant ways.	Invest in individuals to develop and refine their leadership capacity and organizational effectiveness.

Intended Outcomes

- Stronger, more capable, confident and diverse leaders working to protect National Conservation Lands
- A more powerful and resilient network of leaders
- A pipeline of effective, diverse, well-trained leaders in the conservation movement
- Individualized coaching of community-based, skillful change makers



2



Training Resources for the Environmental Community
Presents:

The Mid-Zone: Deepening the levels of engagement of your mid-level donors



Presented by:

Ellie Stanley, TREC

March 29, 2022

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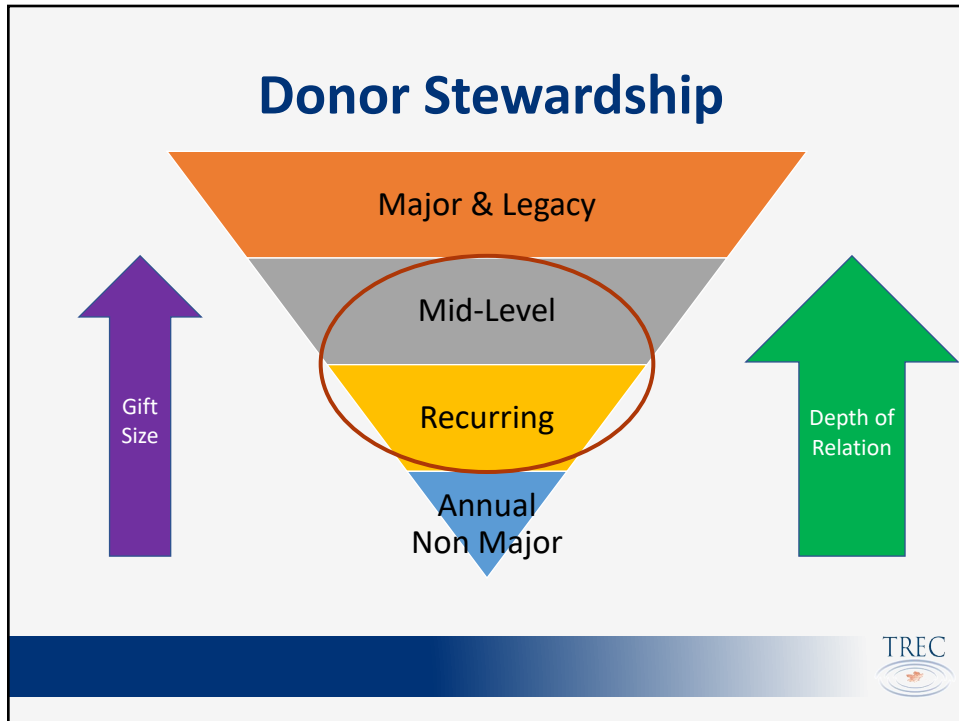


Mid Level Donor

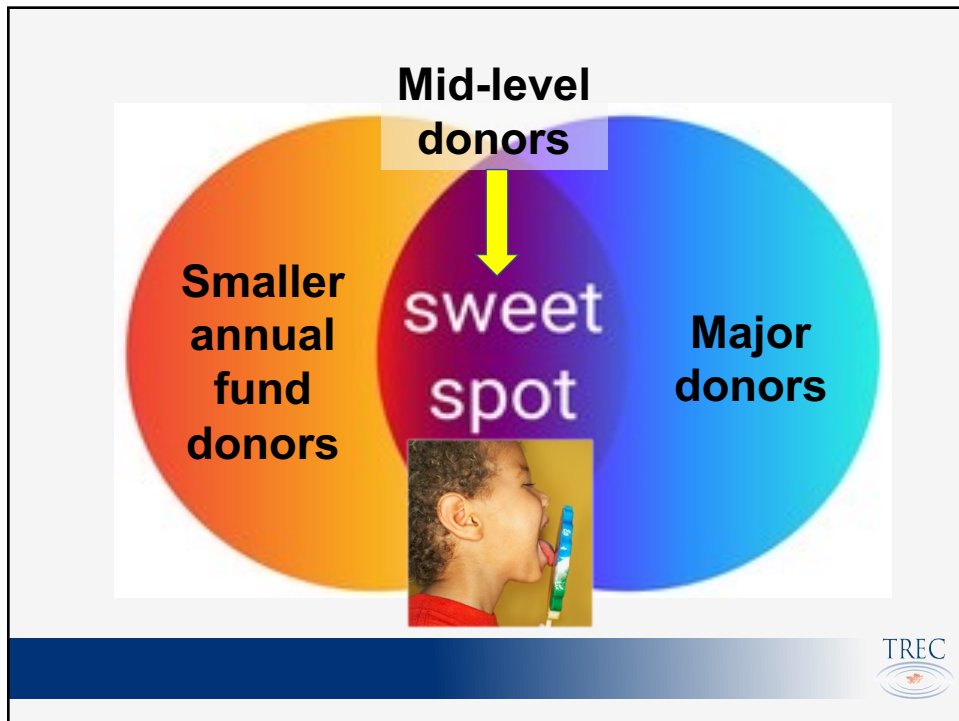
Program Elements

Equity in Fundraising

4



5



6

POLL

Do you actively segment and steward your mid-level donors?

- For sure. We steward this group with a clear plan.
- Sort of. We do pay attention to them but don't really do much differently from other segments.
- Hmm...not even sure what our mid donor level is in our org.



7

**FIND YOUR
MID-LEVEL
DONORS**



8

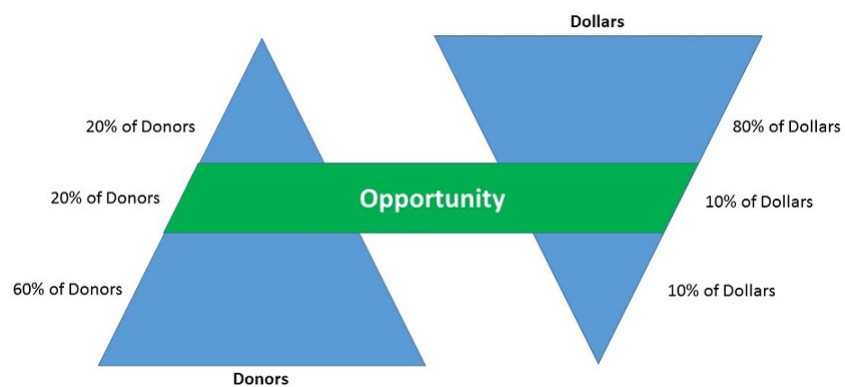
Your mid-level donors are...

- Unique to your organization's fundraising program
- Have proven affinity for your work
- Have capacity to give more over time
- Potential major or legacy donors

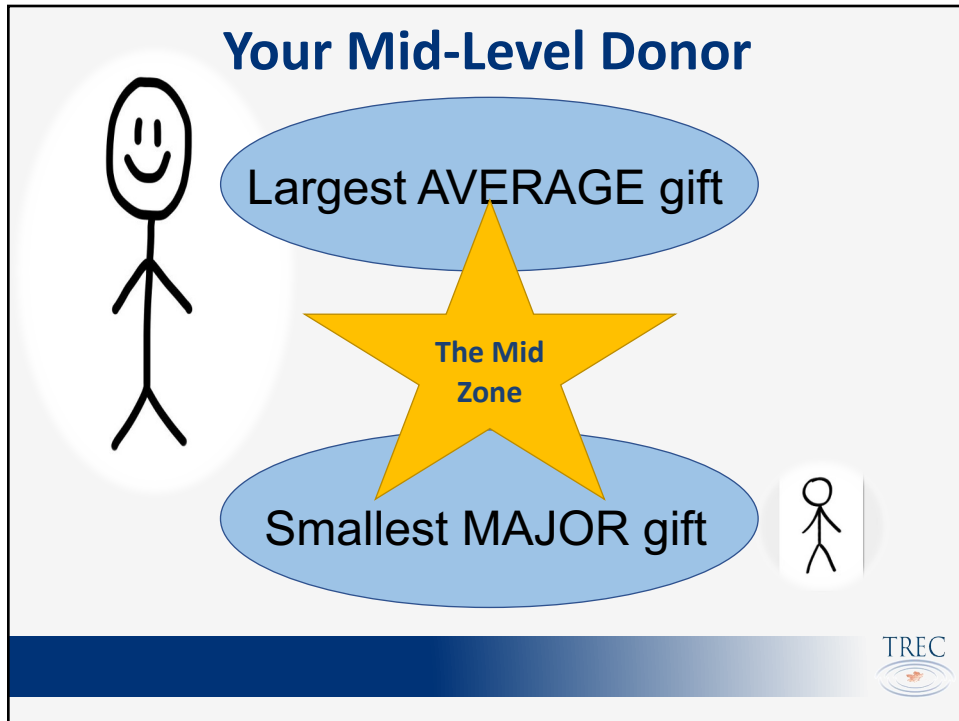


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Zone of Opportunity



10



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Identification and Segmentation

- Length of donor relationship?
- Propensity to give?
- Multiple annual gifts?
- Incrementally larger gifts?
- Geography?
- Specific campaign?
- New online engagement?



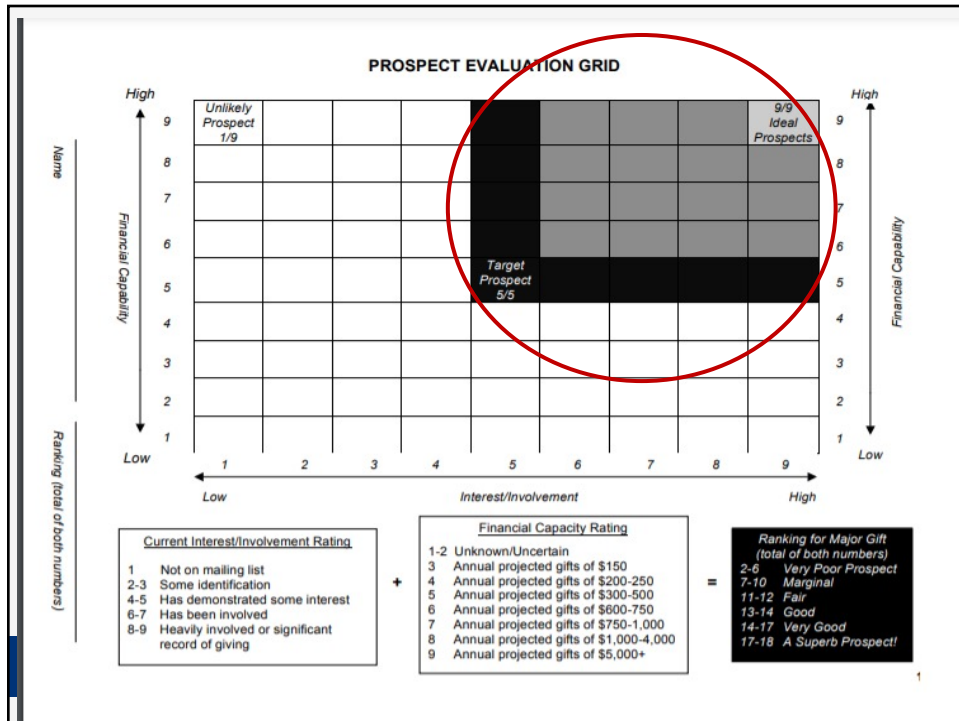
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Who are your mid level donors?

Frequent
over BIG



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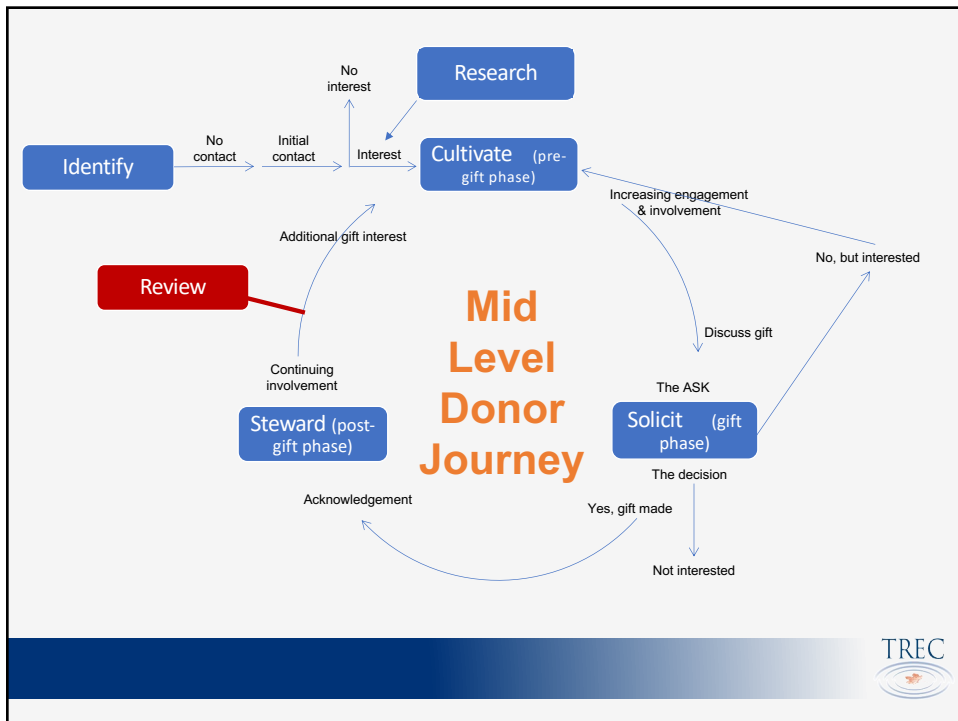
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**S
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B
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R**

of repeat
donors this year
/
that donated
last year

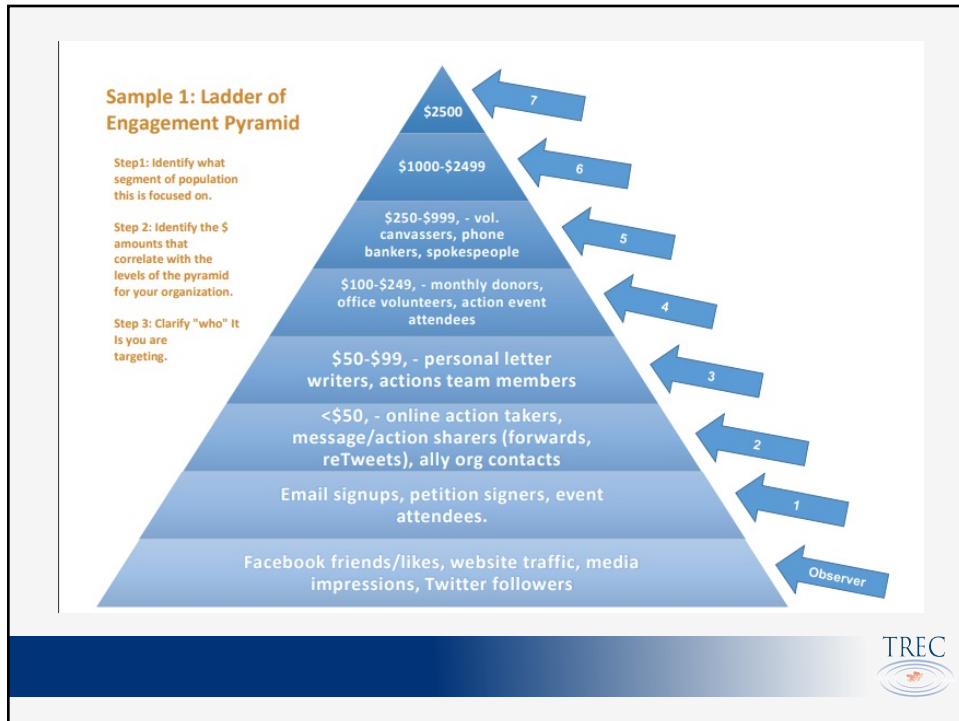
For example, if you
have 159 donors who
gave again this year,
but had 300 who gave
last year, your donor
retention rate would
be 53%



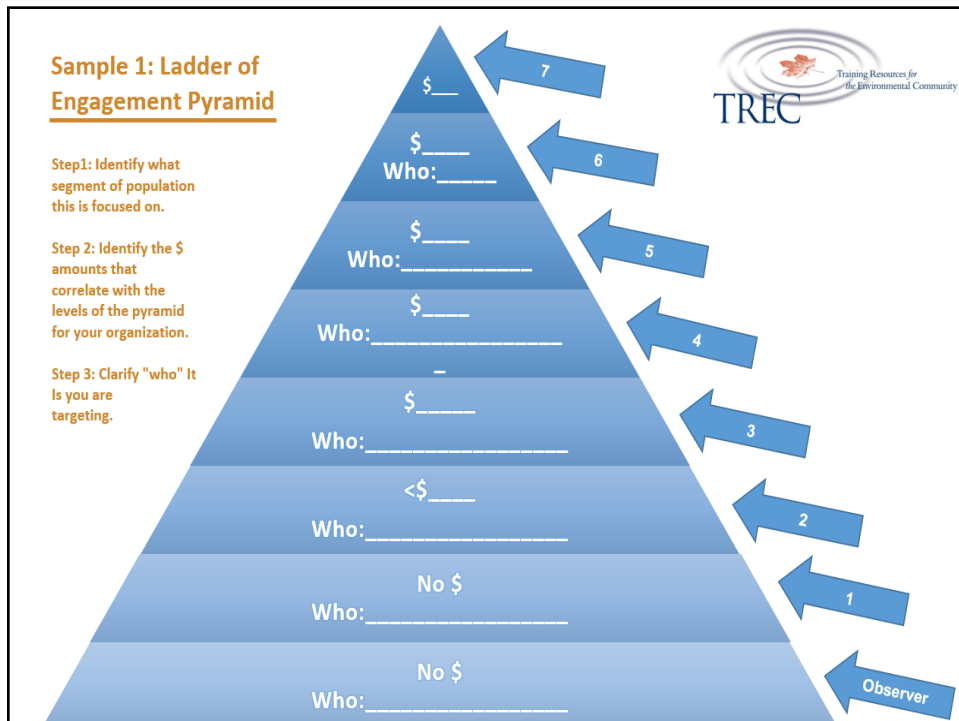
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21



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Ladder of Engagement – Table Model				
Level	Who are They?	What do they do in the org?	How do we keep them engaged?	How do we move them up the ladder?
Torchbearers	Champions, Board members, House Party Hosts, Steering Committee members, Interns, Staff members	-Raise \$ -Speak on behalf of the org. -Chair Committees -Organize events, -Manage program work -Lead stewardship activities -Act as extension of staff	-Personal Contact -Appreciation events -Small "gifts"	-Engage them as Legacy Donors -Hire them as staff
Strong Supporters	Activists/volunteers who engage at some level, Committee members	-Taking action – attending events, -Write letters to editors, - Become members/ supporters by making financial contributions, -Serve on a committee	-Keep them regularly updated. -Provide "special" opportunities for them to engage/act, special invitations to events, presentations, stewardship trips	-Ask them to become more engaged/volunteer for specific projects or tasks that utilize their skills and support their interests -Tell them they are important and invite them to engage more deeply as donors, volunteers, stewards
Basic Supporters	Renewing members, New members you meet at events, Donors who have given more than one gift a year or a gift above minimum, Volunteers	-Donors who have given 2 years in a row at a modest amount. -Volunteers who help out consistently -Supporters who take action on behalf of org (write letter, make a call, sign a petition)	-Provide them with regular updates on volunteer opportunities -Ask them to take specific action -Ask them to give to a specific project -Invites to appreciation events	-Volunteer regularly on specific tasks
Engaged but not supporter	New entry level donors, people asking about volunteering, people attending stewardship trip as a participant	-give a small gift -take action on social media (e.g. "like" & "tweet"), forward emails	-Add them to regular updates/action request lists -Thank them for engaging/attending events	-Reaching out to them personally and asking them to become a member. -Add them to appeals/renewal lists.



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“Don’t treat donors like ATMs, appreciate every gift of every amount, build relationships, be transparent. And...where are the opportunities to do this work in a way where donors are not the center of your fundraising work?”
-Vu Le, *How donor centrism perpetuates inequity...*



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Donor Centric

- Focus is centered on the donor first
- Reinforces savior complex
- Perpetuates othering
- Reinforces \$ as the default measure of worth

Community Centric

- Work and mission is centered over donors
- Time is valued equally as money
- Fosters a sense of belonging, not othering
- Treat donors as partners and occasionally has difficult conversations



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Equity in fundraising

Develop fundraising equity prompts in support of your teams' commitments

Provide opportunities for donors to be engaged with discussions about donor centric practices

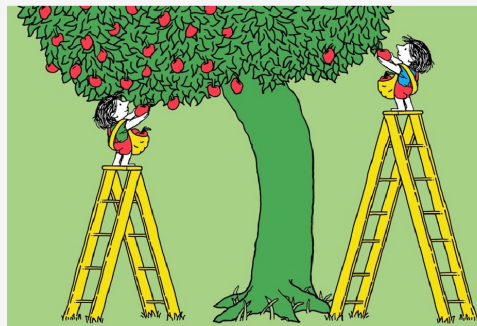
Reflect on where you may be perpetuating stereotypes in your communications



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Equity lens questions for fundraising work

- In what ways is this event inequitable?
- Have we used any biased, harmful, or non-inclusive language in this?
- How are we centering community in this work, and resisting donor-centric practices?



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Parting question

- What challenges would get in the way of you engaging with mid level donors?



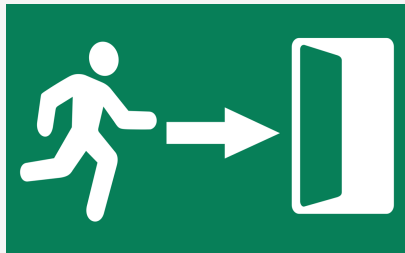
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Evaluation of this webinar

As you exit the webinar...

Please fill out our brief survey!



30



Questions?



How to Participate

Using your control panel...

- **RAISE YOUR HAND** if you would like to be unmuted to speak your question
- OR continue to submit questions and comments via the **Questions** panel.

Thank you for attending today's webinar! We will stay after to answer your questions, but feel free to exit the webinar if you need to go.

