

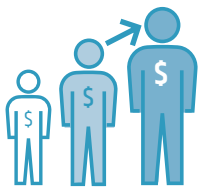


Get serious momentum with engaged mid-level donors.

BREWERMOMENTUM

BrewerMomentum™ provides a management strategy that

moves donors from **MIDDLE to MAJOR**

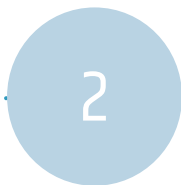


Studies have actually shown that middle donors tend to give a higher percentage of income to charity and have a higher retention rate. Add in their potential to become major gift donors, and it all makes them your most valuable long-term building block!

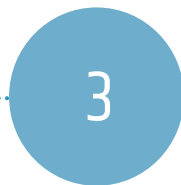
Majorly move mid-level donors with **BrewerMomentum™**



IDENTIFY
mid-level donors currently in your file.



CULTIVATE
them through a series of strategic touches.



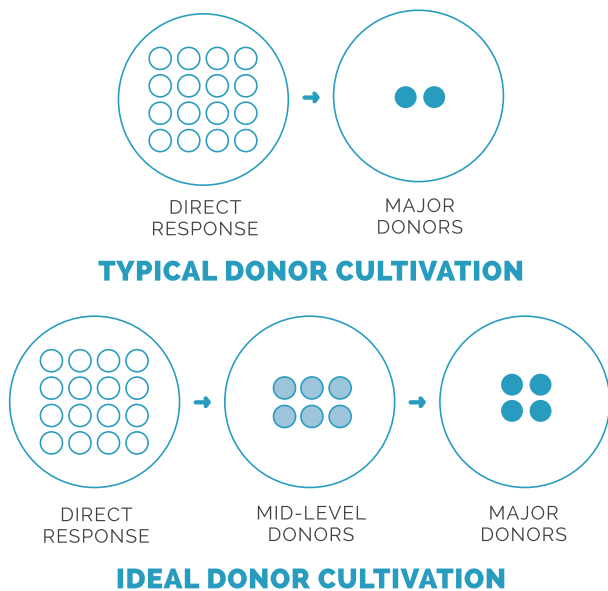
ENGAGE
them through stronger relationships & outreach.



MOVE
them to give at their highest potential.

Move mid-level donors to the **NEXT LEVEL**

Nonprofits tend to focus on new donors and major donors. It makes perfect sense... bring in new donors while actively seeking individuals who have larger amounts of money to give. **But what about all those donors in the middle?**



BrewerMomentum™ is an intentional and thoughtful strategy designed to cultivate those mid-level donors (through personalized handwritten cards, thank-you calls, appreciative emails from your executive director, and premier level direct mail touches at key times throughout the year) and to move them to increased levels of giving. Among these donors, you might find a major donor and eventually a legacy gift.

In addition to employing the **BrewerMomentum™** program, there are a number of effective strategies (see sidebar) that your development team can implement internally to further empower your middle donor program. Please let us know how we can help. Let's crank up the momentum!

For more information about **BrewerMomentum™**, contact your Account Strategist.



507 S. MYRTLE AVE • MONROVIA, CA 91016 • (626) 359-1015 • BREWERDIRECT.COM

Brewer Direct is a results-driven, full-service direct marketing and fundraising consultancy serving nonprofit organizations across the United States.



E-APPEALS

A personal E-Appeal from your CEO can be an effective way to make your mid-level donors feel like they're part of the inner circle. Sharing special information or a request for a specific needed item can be great ways to interact with these donors.



EVENTS

Invite mid-level donors to special events, private tours or "lunch & learn" opportunities. Consider hosting a health or safety fair or planned giving seminar at your Mission.



WEBINARS

Set up webinars with your CEO so that he or she can personally answer any questions your mid-level donors might have. Or have a webinar on the many volunteer and gift in kind opportunities that are available.



PRAYER PARTNERS

Send out special prayer partner cards asking mid-level donors to pray for your ministry on a regular basis. Or call donors and pray with them over the phone.



MINI-CAMPAIGNS

Time-sensitive campaigns with a tangible goal can be incredibly effective when targeted toward the mid-level donor. These campaigns could include a series of e-mails, direct mail, phone calls and social media efforts.



MAKE A DIFFERENCE INSERTS

Special mailings with emphasis solely on thanking mid-level donors and allowing them inside looks at even more lives being transformed at your Mission can be powerful.



VOLUNTEER PARTICIPATION

Getting a mid-level donor involved in your ministry is a great way for them to have a hands-on experience that can make a difference in their giving.



MORE IDEAS!

Certificates of appreciation. Drawings done by children staying at your Mission. A personal thank you note written by a man or woman in your program. Check out the **BrewerToolbox** for thank you letters, phone scripts and other downloadable ideas for engaging all your donors!