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Ignoring People Who Make Medium-Size Gifts

By Nicole Wallace

People who give \$500 to \$10,000 annually fall through the cracks at far too many charities, says Alia McKee, a principal at Sea Change Strategies, a fundraising-consulting company. These donors often aren't big enough to attract the attention of major-gift fundraisers. But because they give generously, nonprofits often take them off direct-mail and email lists out of fear of offending them with too many solicitations.

To do a better job, organizations need to give at least one person in the fundraising department responsibility for concentrating on those donors, says Ms. McKee. The key is to pair substantive mail and electronic appeals with personal interaction.

Says Ms. McKee: "Investing in this group with a mix of strategies that blend major-giving stewardship with direct-marketing tactics can yield big results."