

Vital Data Management *Artful Strategies*™

A Moves Management Program for Mid-Level Donors

Going Beyond Direct Mail

For most nonprofit organizations, support from mid-level donors is essential for fundraising success. Are you doing all you can to upgrade these donors and steward these relationships? If you rely solely on direct mail to communicate with this donor segment, the answer is probably no.

The fact is, your direct mail campaign has its limitations. Perhaps it doesn't turn enough \$250 donations into \$500+ gifts or planned or major gifts. Maybe it causes \$1,000 donors to get lost in the mix between annual giving and a personal contact.

Obviously, direct mail is an important piece of your fundraising strategy. But unless you connect with mid-level donors in other ways too, you risk breeding stagnation in this portion of your donor base.

So what else can you do?

Our Solution: Artful Strategies™

Vital Data Management created Artful Strategies to help nonprofits engage mid-level donors in a more intimate, strategic manner. This hybrid solicitation/stewardship program includes a variety of products and services from which you can choose on an à la carte basis.

Products

Enhance your direct mail program with products like these. VDM can handle everything from design, writing and information-gathering interviews to printing, production and distribution.

- **Thank-you postcard:** to acknowledge a donor when a gift arrives
- **Welcome packet:** a customized packet to send to new donors
- **Donor Center newsletter:** to educate donors above a certain level on how your organization is using their gifts
- **Higher-level solicitation package:** a closed-face package whose messaging and design are geared toward donors above a certain level
- **Planned giving newsletter:** to increase the visibility of your planned gift program (published 2x/year)
- **Email follow-ups:** to continue a conversation or announce an initiative while also encouraging the donor to give again

Services

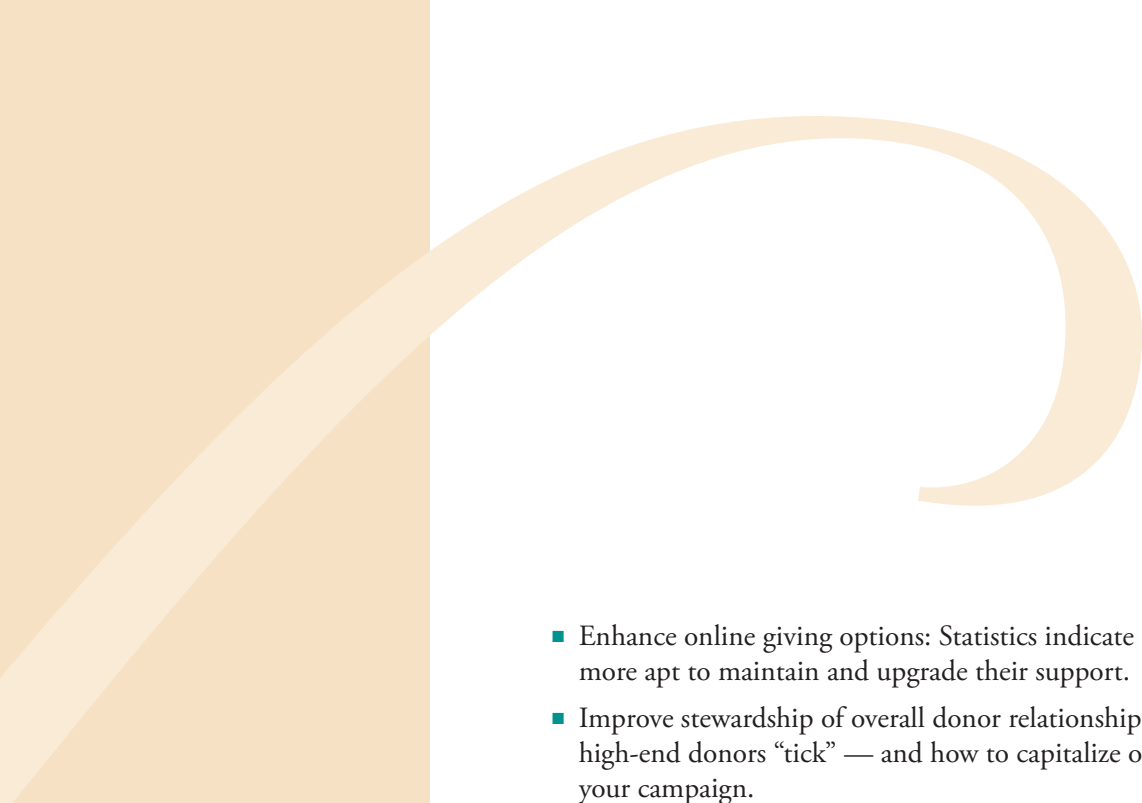
VDM can provide expert counsel on all aspects of managing mid-level donors. Count on us to help you:

- Determine a phone strategy: Devise a plan to make calls to first-time donors, donors who have upgraded and consistent givers who renew.



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- Enhance online giving options: Statistics indicate donors who make gifts online are more apt to maintain and upgrade their support.
 - Improve stewardship of overall donor relationships: Learn what makes your high-end donors “tick” — and how to capitalize on this insight at key points of your campaign.

Program Benefits

With Artful Strategies, you can outsource key aspects of your development efforts to the experts at VDM. Now you can devote more of your in-house resources to other important initiatives — and make sure cultivating relationships with mid-level donors always gets the attention it deserves.

Artful Strategies will help you:

- Strengthen your relationship with mid-level donors.
- Add clarity and cohesion to your overall development efforts.
- Identify, focus and utilize data that links donor needs with organizational priorities.
- Ensure proper cultivation and stewardship of each donor’s understanding of your organization’s accomplishments.
- Reallocate budget resources to align expenses with ROI, reducing unproductive mailings and thus cutting the cost-per-dollar-raised of your fundraising efforts.

The end result: You’ll advance more mid-level donors into higher levels — and on the road to planned or major giving.

Get Started Today

Want to learn more about how VDM and our Artful Strategies program can improve donor cultivation for your nonprofit organization? Please call us at 339-203-4290 or 888-624-5836. You may also email the following individuals:

- John Betz, principal: jbetz@vdmmail.com



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