



the MESSENGER

a publication of Gabriel Group

How to Fend Off Middle Child Syndrome Among Your Mid-Level Donors

MID-LEVEL DONORS: sandwiched between your most generous givers and lower dollar value contributors right in the middle of the donor pyramid. When you're focused on bringing in the big, exciting gifts or concentrating on re-engaging your one-time supporters, your good old trusty mid-level donors tend to get forgotten in the shuffle of your larger initiatives. What's a nonprofit to do?

Implement a plan to ensure they don't feel like the black sheep of your donor file.

Are they flashy? Not exactly. High maintenance? Nope. Impactful? Absolutely.

In fact, according to *NonProfit PRO Magazine*, while mid-level donors typically only represent 5-10% of an organization's donor file, they are responsible for anywhere from 40-50% of total revenue (more than any other donor segment!). If you don't have a mid-level strategy in place, not only are you losing out on increased dollars for your nonprofit, you're squashing some of the most important relationships you have with the people who matter most to your cause.

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So first things first: it's time to get your reporting in order. Committing to a mid-level program means defining the exact characteristics



of where your donors fall. Donor lifetime value, average gift size, upgrade potential ... you name it, include it. Once you have your parameters down, it's time to figure out the most important part of your strategy – how exactly to show them the love.

What does your typical mid-level donor look like? Why do they give? How do they want to be thanked? Developing a persona is key in creating initiatives that fit into your perfect plan to engage, acknowledge and upgrade the arguably most important group of supporters you have.

Whether it's a targeted direct response campaign, broader survey initiative or a simple strategy meeting to get your donors in a row – Gabriel Group is here to help you with whatever you need when it comes to your mid-level givers. It's time to banish middle child syndrome once and for all. Call us today to make sure your donors feel like they're a part of one big happy family. ▶

Connect with us!

@GabrielGroup



Winged Words

WITH
ART KERCKHOFF
FOUNDER AND PRINCIPAL



In the beginning ... there was no inkling that Gabriel Group was destined to become more than a production house for businesses reaching customers with personalized direct mail.

Founded in 1983, "Wordhandlers" exclusively served the for-profit industry. But a short three years later, I had a chance meeting with Frank Cognata, who at the time directed an expansive fundraising program for the Catholic Archdiocese of St. Louis. Frank's vision included a complex, mix-and-match format that I knew might prove too daunting for most mailhouses. We, however, were up for the challenge.

So was the genesis of Gabriel Group's first move into the philanthropic sector. The Archdiocese of St. Louis was not only our first nonprofit client, it remains the one we've served the longest, with a continuously running 32-year partnership.

Our 2003 name change from "Wordhandlers" to "Gabriel Group" reflected the company's shifting direction. (St. Gabriel is the archangel referred to in both the Old and New Testaments as God's special messenger. Hence, the wing of our logo.)

Today, Gabriel Group continues to provide comprehensive fundraising services for direct mail-based nonprofits: consulting, strategy, creative development, digital interfacing, printing, fulfillment and analytics. Charitable organizations comprise nearly half of Gabriel Group's business.

Last year, we mailed over 5 million pieces for 46 nonprofits, resulting in an estimated \$21 million in gifts for our clients. Certainly good news of great joy (to quote the archangel) of which we are proud to be a part.

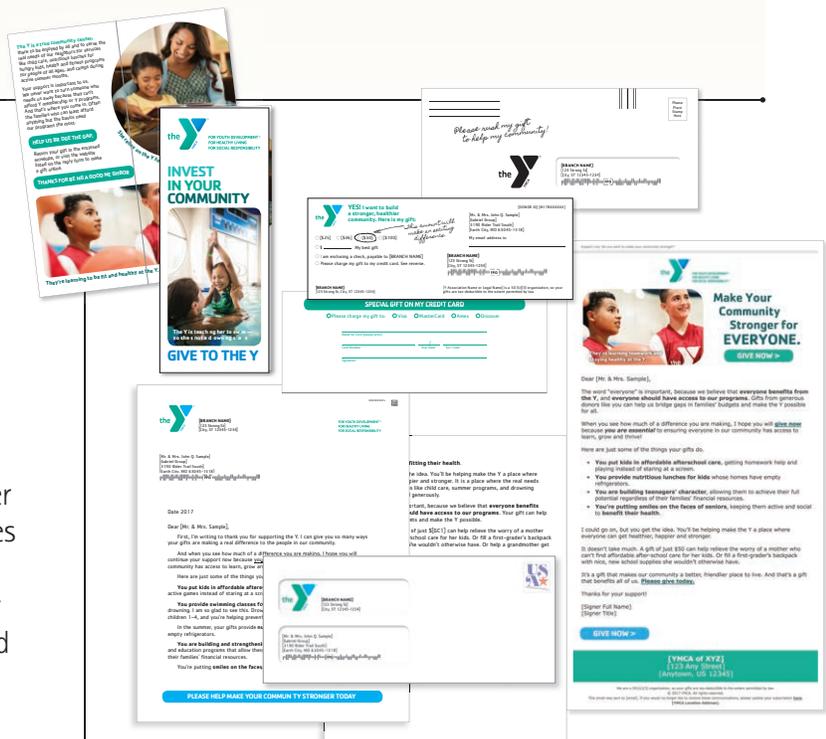
To the future,

New Partnership Brings Real Change to YMCAs

IN THE FALL OF 2017, Gabriel Group teamed up with a very special lineup of fundraising professionals in Donor By Design Group, a fundraising consultancy that specializes in capital campaign management, major gift coaching and donor research. By combining areas of expertise, our two organizations decided to come together in order to provide a more comprehensive array of services for the nonprofits each company serves. Upon joining forces with GG, Donor By Design brought along a partner of their very own, a widespread base of 18 YMCAs located across the country looking to raise money and make a lasting impact on their respective communities ...

LONG STORY SHORT: MISSION ACCOMPLISHED.

On November 22, 2017, the inaugural campaign between the two organizations mailed to almost 125,000 potential donors, collecting **2,105 gifts**, boasting a **1.68% response rate** along with an **average gift of \$131.63** and netting a **total revenue of \$201,190**. The cross-channel program included a direct mail solicitation in addition to a follow-up digital e-appeal.



NEW PARTNERSHIP — OUTSTANDING RESULTS.

Interested in learning more? Contact Gabriel Group's Director of Agency Services, Renee Durnin, at renee.durnin@gabrielgroup.com or 314.743.5713 to find out how Gabriel Group and Donor By Design can work together to bring you and your nonprofit real, positive change starting today. ▶

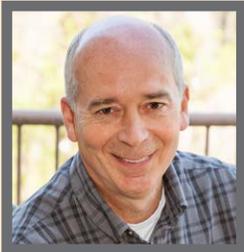
Giving Back In More Ways Than One

EVER SINCE BEGINNING OUR PAY-IT-FORWARD VENTURE TWELVE YEARS AGO, we've aimed to continually make strides to improve upon our efforts year after year. From creating traditions in quarterly yard game tournaments to inviting our partners to our larger events, our recent enhancements have continued to make a major difference in the experience of our associates, as well as those directly benefitting from our PIF organization and their cause. 2017 brought one of our biggest initiatives yet: volunteer hours that associates were offered to complete on company time. Take a look below to see how just a few of us chose to use them!



PEGGY - ACCOUNT MANAGER

"Because of our volunteer hours at GG, I was able to spend an entire Friday with my son at **Boy Scouts Camp** in the summer. It meant so much to me that my company was willing to give me time to not only make a difference, but spend some extra time with my family that I wouldn't have been able to get otherwise. Seeing Graham and his friends learn, grow and have fun with an organization we are passionate about is truly amazing, and I'm so happy I was able to contribute to his experience!"



PAUL - VICE PRESIDENT OF OPERATIONS

"One of the best parts of having volunteer hours to use at Gabriel Group is being able to connect directly with our Pay-It-Forward organizations. Last year, I spent a day at **Missouri Veterans Endeavor**, our nominated organization, where I was able to interact with the veterans themselves and their families. It really showed me how much they have sacrificed so we can enjoy the freedoms we take for granted. I'm certain they had a much greater impact on me than I did on them. It's something I'll never forget!"



ANNA - MARKETING SPECIALIST

"I spent time volunteering with two different organizations last year: **Support Dogs** and the **International Institute of St. Louis**. I absolutely loved being able to give back to my community and dedicate time to multiple causes that I am passionate about. Having the opportunity to volunteer on company time speaks volumes about how Gabriel Group feels not only about the nonprofit community, but also its associates. I feel so proud to work here."

KEEP AN EYE OUT FOR WHAT THE REST OF 2018 WILL BRING FOR GABRIEL GROUP AND OUR NEWEST PAY-IT-FORWARD NOMINEE ...



We can't wait to continue our journey to raise \$15,000 for **KidSmart** to ensure that children and their classrooms in the Greater St. Louis area have the basic tools needed for learning. To stay up to date with all of our fundraising activities for our amazing partners, make sure to follow us on Facebook! ▶

Gabriel Group Adds Kathleen Contrino as Senior Account Director



GABRIEL GROUP IS HAPPY TO ANNOUNCE the addition of Kathleen Contrino as Senior Account Director.

Kathleen comes to Gabriel Group from Blackbaud Inc., where she served as a Principal Consultant. There, she managed the services, projects and staff responsible for the successful execution and delivery of the March of Dimes Enterprise account. She also oversaw staff teams that delivered direct response programs that were responsible for over \$210 million in revenue. Prior to Blackbaud, Kathleen spent 25 years garnering nonprofit experience in many arenas, including higher education, public broadcasting, healthcare and human services.

Her fundraising expertise includes strategic planning and the development of annual and multi-year programs including annual fund, sustainer, major and mid-level, planned giving and capital campaigns.

CEO Dave Hawkins says, "Kathleen is such a fantastic addition to Gabriel Group. Between her background working in the nonprofit sector and her experience on the consulting side, we think she will be a truly outstanding resource to our clients with her unique perspective of the entire fundraising lifecycle."

Kathleen speaks and writes on philanthropy and fundraising and has won national and statewide recognition in Colorado for her fundraising and marketing programs. She is an adjunct faculty member in the Graduate Nonprofit Management Program at Regis University and is an active member of the Association of Fundraising Professionals and Direct Marketing Association Nonprofit Federation. When she is not in the office, Kathleen volunteers for a community hospice organization, a county food bank and various organizations involved in cancer research. She is also a top ten ranked member of the Colorado Master's Swim Association. ▶

"Her passion is so evident in every interaction, and we can't wait for her to share it with our nonprofit partners. Her contagious energy paired with her exceptional knowledge is sure to benefit both us as a company and the organizations we work with."

Dave Hawkins, CEO

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We look forward to hearing from you!

If you're interested in learning more, please fill out this form and email it to dino.megaloudis@gabrielgroup.com or mail to:

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Attn: Dino Megaloudis
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Earth City, MO 63045

NAME	ORGANIZATION	
POSITION	ADDRESS	
CITY	STATE	ZIP
PHONE		
EMAIL		

- I would like more information about Gabriel Group's following service offerings:
 - Full-service Fundraising
 - Strategy Development
 - Planned Giving Lead Generation
 - Newsletters

Call Dino at 919.619.1266 to talk to us about how we can help your nonprofit thrive.

