

# Mid-Range Gift Model

## DESCRIPTION

Similar to the Major Gift Model, WealthEngine's Mid-Range Gift Model allows users to determine who, among the donors in their database, are most likely to give a gift within a particular range, with the upper and lower limit defined by you.

## WHAT YOU WILL LEARN FROM USING THIS MODEL

This model will help you more accurately identify donors who can feasibly contribute gifts that would fall within the predetermined range you have set. You can then adjust your fundraising strategy accordingly and find unique ways to cultivate and nurture your donors.

## WHEN YOU SHOULD USE IT

The Mid-Range Gift Model is most beneficial for fundraisers or campaign officers who are trying to boost donor engagement levels (i.e. moving them up the donor pyramid). This model can also help when you're nearing the middle or end of a time-sensitive campaign (i.e. capital campaigns, #GivingTuesday campaigns, Year-End campaigns, etc.) when you need a few additional gifts from prior donors to help you reach your goal.

## HOW LONG IT TAKES TO BUILD

The Mid-Range Gift Model is created in 3 to 6 weeks.

## DELIVERABLE

Once your information has been analyzed, scores and decile ranks are returned to you as a file within the platform.

## CUSTOMER INPUT

For this model, users must submit a file with giving history and the threshold gift range they would like to acquire.

## WE ATTRIBUTE INPUTS

Although not officially part of the Campaign Modeling Suite, some users can substitute one of the existing models in the campaign with this model. By using enterprise Mid-Range models, you can use as many attributes as you'd like to help find prospects. These correlations are much more reliable than any one single attribute.

## MODEL OUTPUT

The data science team will provide back your file with two additional outputs— the Mid-Range Gift score and Mid-Range Gift decile rank. The score is a number from a range of 100-1000. The corresponding deciles split the file into 10 equal groups (i.e. '1' represents the top 10% likely major gift donors, '2' represents the next 10%, and so on). These results will help you prioritize your outreach for additional donations.

## USE CASE

This model will help you identify donors who can contribute gifts that would fall within the predetermined gift range. By adjusting your fundraising strategy you can increase your chances of finding donors who fall within this gift range, thereby resulting in overall campaign lift.

