



VERITUS  
GROUP

Building Authentic Donor Relationships

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# Ask a Mid-Level Fundraiser: A Panel Conversation with Our Clients





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# Kendra Loper

- Director of Client Services
- More than 25 years of non-profit and education leadership experience
- Her passion is driving improvements in processes and building team effectiveness to maximize mission impact
- Enjoys snuggling with her Great Dane or exploring beautiful beach locations around the world with her husband







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# Lynsey Admire

- Manager of Donor Stewardship at Mercy Ships
- Launched the mid-level program at Mercy Ships and has successfully built a robust donor engagement plan to keep donors informed and engaged







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# Robin Carreon

- Senior Manager of Sustaining Donors and Engagement at Ideastream Public Media
- Over 26 years of experience in fundraising and donor engagement







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# Judy Dellinger

- Gift Officer at University of Alaska Fairbanks
- Launched UAF's first mid-level donor program
- Over 24 years of experience in non-profit fundraising and leadership







## VERITUS GROUP

Our vision is to help non-profits create a culture and fundraising approach that creates transformational relationships with their donors.

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# Our Strategy and Approach

We accomplish this vision by helping non-profits create a system, structure, and strategy that will:

- Create alignment and buy-in across your organization
- Reduce donor and value attrition
- Improve revenue per donor
- Support increased net revenue for programs
- Create deeper, more meaningful relationships with your donors







# Who We've Partnered With

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**GREATER  
PUBLIC**



**SEATTLE  
OPERA.**





Yes, you CAN have an  
even greater impact with  
your mid-level program...





## Our Promise

If you follow our advice today, you'll set your organization up to create a successful mid-level program that will thrive, meet goals, and move more donors into major gifts.





If I had a way to help you get the resources and tools you need to implement a successful mid-level fundraising strategy, would you be interested?





# Veritus Group Academy

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Course Begins: August 26, 2024

## Certification Course in Mid-Level Fundraising

**Learning Approach:** Online course you can do anywhere anytime, 8 Modules, Video and Audio Trainings, Readings, Application Assignments, Peer Calls, Integration Plan

**Opportunity:** Learn how to transform your approach to mid-level donors to strengthen your pipeline and raise more revenue for your mission.

**CFRE:** Upon completion, you'll earn 36 Credit Hours

**Covers:** Philosophy, Fundamentals of a successful mid-level program, Hiring and retaining the right MLO, Critical data systems, Mid-Level Qualification, Asking for gifts, Permission-Based Asking™ Model, Touch Point Plans, Transitioning donors to major gifts, Evaluation and reporting

**To Sign Up:** Go to [www.veritusgroup.com/training](http://www.veritusgroup.com/training)



"When you complete Veritus' Mid-Level Fundraising course, you'll walk away with a process, materials and a concrete plan to match your donors' interests and passions with your organization. I've worked in development for 10+ years, and I really appreciate having a process in place that has been proven to be successful."

Beth Frear

Manager, Sustained Giving & Legacy Gifts  
The Foundation for Ellis Medicine



# Get \$200 Off!

Scan the QR code and use [AUG24ML200](#) grab your spot in our upcoming course session – starting August 26th!



# Thank you!

**VERITUS GROUP**

VeritusGroup.com

Let us help you create meaningful and authentic relationships with your donors



A woman with long dark hair, wearing a blue and white vertically striped button-down shirt, is speaking and gesturing with her hands. She is facing a man whose back is to the camera; he is wearing a dark maroon or brown long-sleeved shirt. They are in an office environment with desks, papers, and a window in the background. The lighting is warm and soft. The word "Questions" is overlaid in white text across the center of the image.

# Questions



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# Thank you!

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