



Mid-Level, Major Impact

Unleashing the Power of Overlooked Donors

Presented by: TAG & Hatch.ai

September 25, 2025



Our Presenters



Peter H. Hansen

*Principal, ACM Philanthropic
Advisors - TAG*



Dan Holmes

*Associate Vice President,
Data Analytics -TAG*



Moshe Hecht

Co-Founder and CEO - Hatch.ai



AI in the Nonprofit Space

- **Resource Disparities:** Larger nonprofits, with annual budgets exceeding \$1 million, are adopting AI tools at nearly twice the rate of smaller organizations (66% vs. 34%), underscoring a growing digital divide
- **Strategic Gap:** While 85.6% are exploring AI tools, only 24% have a formal strategy, revealing a major gap between interest and actionable planning
- **Capacity:** Almost half of nonprofits (43%) rely on just 1-2 staff members to manage IT or AI decision-making, creating barriers to effective implementation
- **Optimistic Outlook:** Despite challenges, nearly half (47%) of nonprofits believe AI can significantly boost their organization's productivity and efficiency, signaling growing confidence in AI's transformative potential

AI in the Nonprofit Space



- The most common uses of AI among nonprofits are budgeting/forecasting, communications & outreach, and prospect research
- 58% of nonprofits are using some form of Artificial Intelligence in their CPaaS (Communications Platform as a Service) solutions
- 75% of nonprofits are planning to seek a moderate or large amount of outside technology support in the coming years

Sources:

NonProfitPro – Report Reveals Nonprofits Are Adopting AI in CPaaS Faster than the Private Sector. 2024

NonProfitQuarterly – Sector Adopting AI, Building Reserves, and Expanding Missions. 2024

Why Mid-Level Donors Matter



- These donors often give \$1,000–\$10,000 annually, varying by org size.
- Represent 1% of total donors, but can account for more than 30% of annual revenue.
- May not be major gift prospects, but have LTV potential.
- Often ignored in moves management strategies.
- Treating mid-level donors as a unique segment allows for targeted, scalable cultivation.



Who Are Mid-Level Donors?



Average Age:
68

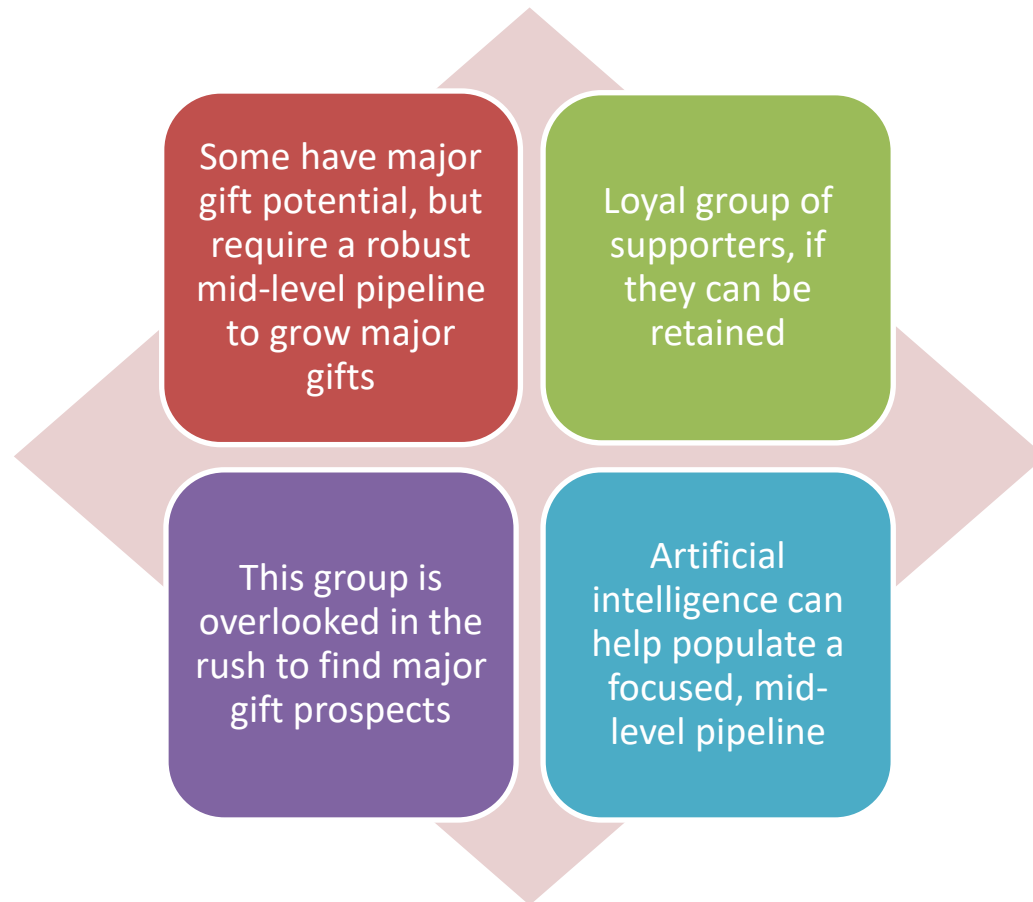
59% female;
38% male; 3% no
answer

59% give once per
year; 23%
monthly

83% have given to
the same org for
3+ years

1 in 3 have made
a bequest to a
nonprofit

The Opportunity Gap





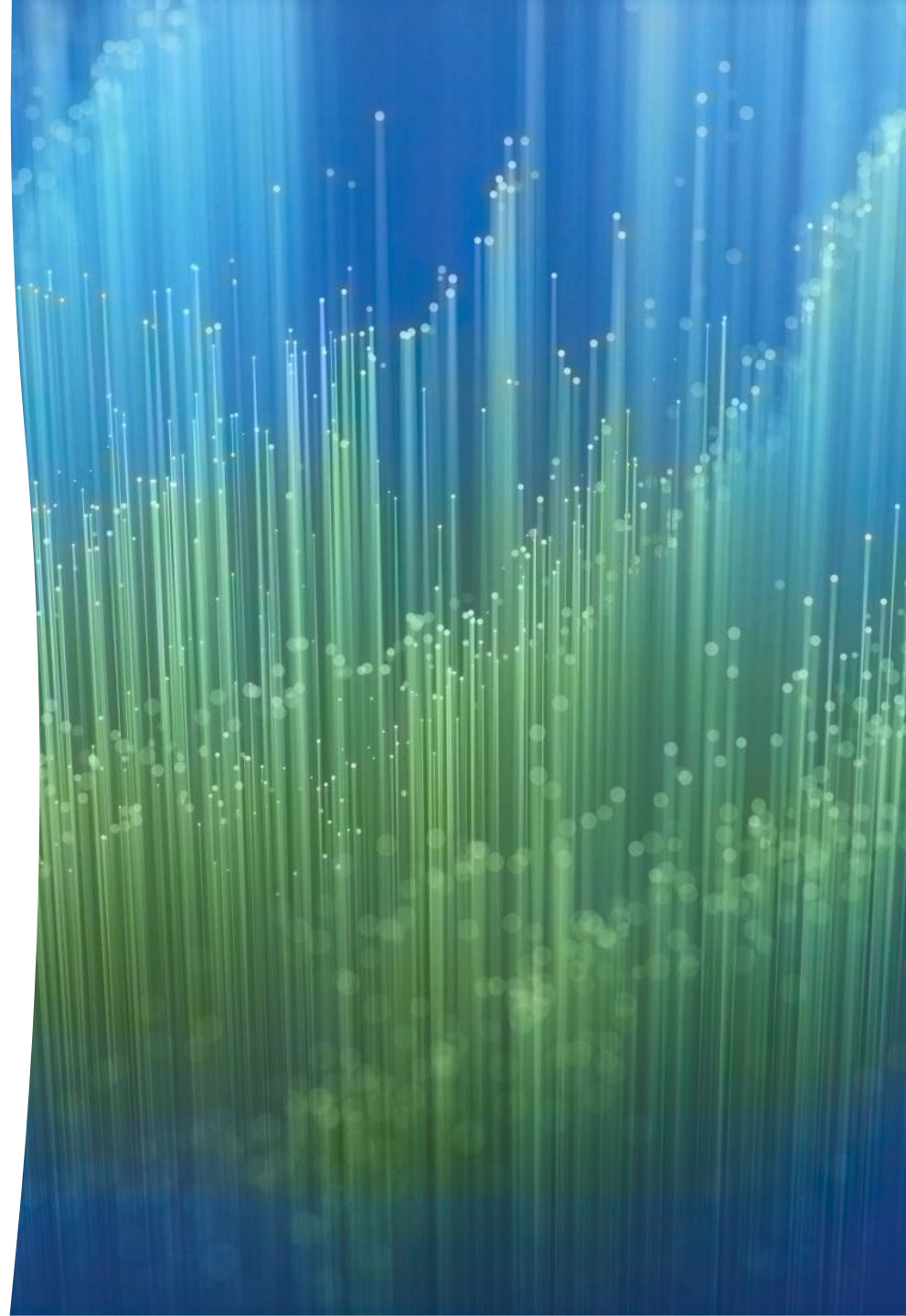
Uncovering Hidden Potential with Complete Human Profiles

Hatch AI-powered prospect discovery identifies up to 70% more wealth and lifestyle data than traditional screening.

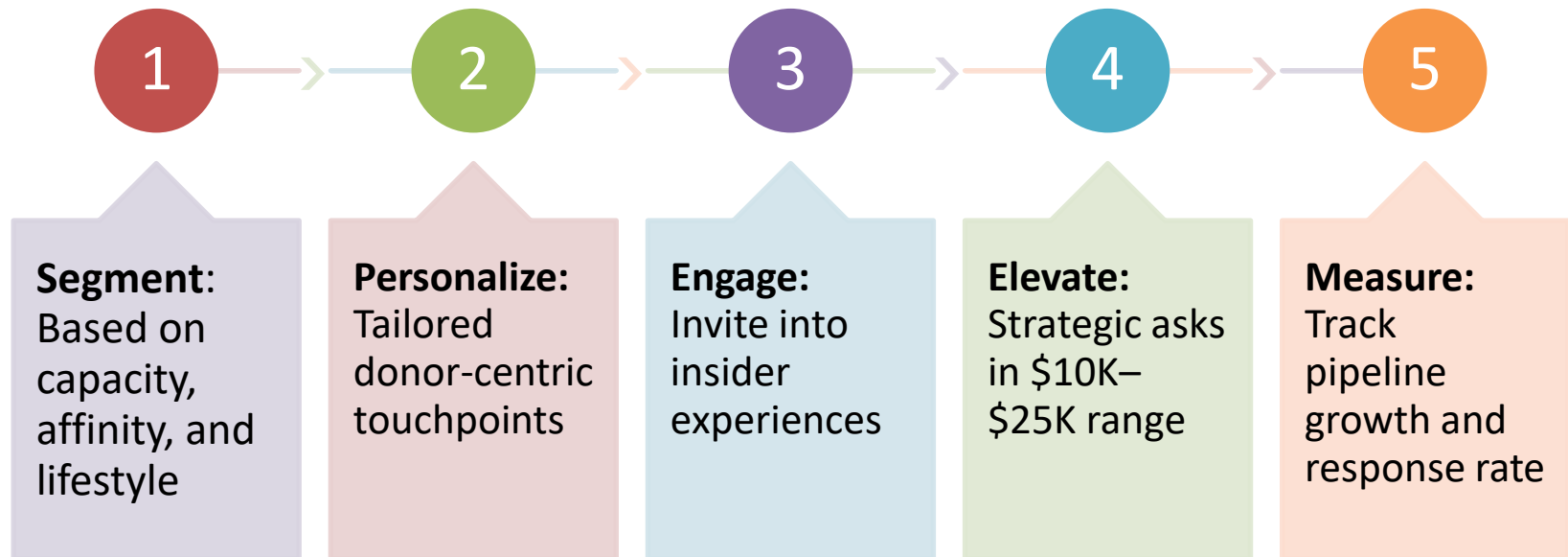
Uses AI to combine giving history, demographics, career and social signals.

Generates dynamic donor profiles, updated automatically.

Integrates with CRM for seamless strategy execution.



Stewardship Strategy: Turning Mid-Level into Major



Next Steps for Your Organization

- Consider meeting with Hatch to discover how they can elevate your fundraising efforts
- Define your organization's mid-level segment
- Create a custom cultivation plan
- Use AI insights to inform outreach and copy
- Set goals and monitor engagement



Q&A / Contact Info

Let's hear your questions!

Contact Us:

The Angeletti Group and
Arts, Culture, & Media Philanthropic
Advisors

- Peter@acmphilanthropy.com
- Dan@theangelettigroup.com

Hatch.ai

- mark@hatch.ai

