



**First Things First**



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the standing-desk of  
**David H. King** | President & CEO

## Trickle-Down Philanthropy

I'm fascinated by the changing trends in philanthropy, particularly as it relates to innovation. Every day we are introduced to some new technology that promises to encourage our well-being up the positive vector. Maybe you're wondering, "Why am I reading about technology and innovation in a Philanthropy blog?" If so, stay with me.

This past summer, I was amazed at the story regarding Dr. Atul Gawande, who was appointed CEO of a yet to-be-named nonprofit healthcare venture established by Warren Buffett, Jeff Bezos, and Jamie Dimon. Yes, that's Berkshire Hathaway, Amazon, and JP Morgan.

Let's start by considering that in their own right, each of these dynamic leaders is a significant philanthropist. Now, let's consider their motivation for hiring Dr. Gawande and setting up this nonprofit venture.

It's not greed; it's the desire to fix something that is broken-to make healthcare better, more accessible, and less expensive. Isn't that what we are all doing in our respective areas-attacking a challenge, preserving, advocating, protecting, or just making something better?

[Read more here...](#)

### 3 Keys to Nonprofit Resilience

In late 2018, the Stanford Social Innovation Review (SSIR) wrote about an interesting study conducted by the David and Lucile Packard Foundation in coordination with Fiscal Management Associates (FMA), which works with organizations around issues of capacity building.



The subject was how to help nonprofits achieve and maintain financial stability. Year in and year out, this continues to be the major issue facing our non-profit partners.

Fundraising and earned income play a big role in achieving financial stability, so the lessons from this two-year project are useful as we think about starting the New Year off on a strong note. FMA and the Packard Foundation found that three best practices made the biggest difference:

1. Plan and budget for multiple years, not just the year ahead. Taking a short-term perspective will mean that you usually will come up short. And donors want to know their gifts are being used to move your organization forward, not just bailing you out at the end of the fiscal year.
2. Use visual dashboards to track performance and inform Board and staff discussions. Dashboards help leaders, managers, and staff members more easily see key trends and make real-time plans for improving fundraising and financial performance. Tip: make sure Board giving is a key indicator on your dashboard.
3. Have a policy for building an operating reserve-and follow it. Financial resilience means that you can survive in lean times, and a reserve fund, sometimes taking the form of a quasi-endowment, can make the difference.

[To learn more, read the full SSIR article here....](#)

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**Margaret Venable** and **David Elrod** of **Dalton State College** join Alexander Haas President and CEO David King to discuss the importance of achieving HSI (Hispanic Serving Institution) status and how fostering student engagement on campus builds university ambassadors for the future.

Plus, Margaret and David share their thoughts on tuition costs, managing large donor gifts, and how to personalize donor communications.

[click on picture for podcast](#)



### Are You Listening to Our Podcast?



**NonprofitNews.com** thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)**.

Catch a new episode of Futures in Fundraising each month on Tuesdays at 10:00 am (EST) on Facebook Live.

To download this show and catch up on others, find us on iTunes.

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[Take a look at our past and present Higher Education Client Partners.](#)

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