

Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



February 5, 2019

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"—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:

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.

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.

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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Assessment

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Listen & Learn....

The Importance of Planned Giving



Atlanta community.



“The key to being a good fundraiser is being donor centric.” **Lula Dawit**, Director of Planned Giving for **The Woodruff Arts Center*** joins Alexander Haas President and CEO, David King to discuss the importance of planned giving.

The two dive into the continued impact of the 2017 Tax Act, managing fundraiser/donor relationships and how the arts are shaping the local

[Go here to listen to this podcast.](#)



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**Alumni Client Partner*

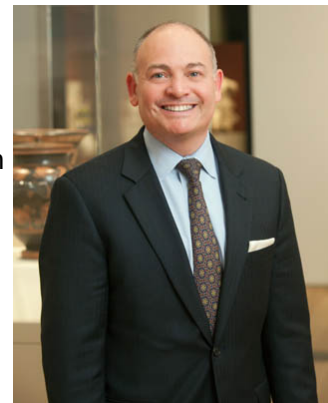
We'd Like You to Know....

Carl G. Hamm Joins Our Team

Carl G. Hamm was named Managing Partner for Museum and Performing Arts at Alexander Haas. Carl has nearly 30 years of senior management experience in the nonprofit sector, the majority of which is in senior development roles in the museum field.

Carl was most recently Deputy Director for Development and External Affairs for the **Saint Louis Art Museum**.

"Carl has a history of exceptional fundraising performance and will be a valuable asset to our firm, as well as to our museum and fine arts clients," said David H. King, President and CEO of Alexander Haas.



[**Read more about Carl here...**](#)

Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the Atlanta nonprofit

community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make Atlanta a better place to live.

Our Metro Atlanta Client Partners

Our Transformational Services

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transformational Services.

Jump!



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