



**First Things First**



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



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

## Four Do's & Don'ts for 2019

As you strategize and think through what 2019 will look like for your nonprofit organization, I encourage you to avoid making these four common mistakes. You can think of them as New Years Resolutions or just good advice from a fundraising consultant who's been helping nonprofits succeed for nearly 30 years.

### 1. DON'T Over-Solicit

We recently shared that 65% of donors who made a first gift to an organization do not make a second gift. Why is that? Donors reportedly stop giving for the following reasons: 69% are over-solicited, 64% say communications are focused on asking for more money; 63% cite a lack of measurable results; 62% are no longer inspired by the mission; and 58% believe that the overhead costs are too high. In short, they are tired of feeling like an ATM without a connection to the organization.

### DO Show Genuine Gratitude

Donors are tired of being treated as transactions. Instead, organizations should be giving back to their donors - giving genuine gratitude, valuable information, and stories of their impact. We always recommend organizations take a donor-centered fundraising approach where donors are cultivated in on-going relationships, valued for their unique contributions, and thanked for their specific gift. Donors want to be thanked promptly. They don't want the thank you letter to be a listing of the latest accolades or accomplishments of the organization, and strictly forbidden is an overt or veiled request for more funding. They just want to be thanked.

### [2. Don't Put Any Warm Body on the Board of Directors \(go here\)....](#)

**You Should Know....**

**Worried About a 2019 Recession:  
Publication Asks David King for Insight**

Because recession warnings are routinely flashing, *The Chronicle of Philanthropy* recently published articles about the possibility, if nonprofits should worry and things charities should be doing regardless.



The Chronicle reached out to Alexander Haas President & CEO **David King** who offers a few suggestions as to what groups can do even now, when the wolf seems to be at the door.

*Identify what economic conditions affect your donor. David King, head of the Alexander Haas fundraising consultancy, says organizations sometimes worry over "the economy with a capital 'E' " - the global or national economic outlook. He advises instead to "go micro" and look at how key industries or regions are faring.*

[Read more about it here.](#)

## Listen and *Learn*....



### **GivingTuesday Doesn't Stop on Wednesday**

While #GivingTuesday is a major, nation-wide giving campaign held each year the Tuesday after Thanksgiving, your donor and social media strategies should stretch beyond.

It's never too early to examine what worked and what didn't in your Giving Tuesday fundraising activities. In this episode of ***Futures in Fundraising***, Muscular Dystrophy Association Executive Vice President and Chief Impact and Philanthropy Officer **Adam Cotumaccio** joins Alexander Haas President and CEO, David King to share specific

strategies for maximizing your #GivingTuesday reach along with tips for nonprofit leadership and growth to help your organization finish the year stronger next year!

[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.

[Listen to all our podcasts here...](#)

## We'd Like You to Know...

### Transforming Institutions



**Embry-Riddle Aeronautical University** in Daytona Beach, FL is a returning Client Partner.



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### Our Transformational Fundraising Services

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

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