



First Things First



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from the roving desk of
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Boosting Morale is Simple...But Not Easy

In every organization, people are undoubtedly the most important resource. The energy of a happy, healthy work environment can serve as a great recruitment and retention tool, as well as improve overall productivity and creativity. Conversely, low morale can zap the energy and productivity out of a team.

In the world of advancement, we often face work environments where employee morale is low for a myriad of reasons. There has been no shortage of challenging and difficult events affecting charities.

These scenarios can understandably create stress and uncertainty including closures, mergers, and personnel cuts. And those are but a few examples, which point to the many ways those of us in advancement can be dealt in the complex and challenging environment in which to do our work.

In an important and timely article in *Advancement Weekly* on boosting morale when times are challenging, several tips are offered to leaders working with a team or office environment experiencing low morale: be direct, rebuild trust, and inspire others. And works for all kinds of organizations.

[Read more here...](#)

Proud to Have Been a Part of It...

Saving Sweet Briar: Whatever It Takes

"People seem to think we went above and beyond the call of duty for Sweet Briar College but really, one of our core values at Alexander Haas is to do whatever it takes to make our clients successful."

Whatever it takes.

Sweet Briar College, a women's liberal arts college founded in 1901, was at risk of losing its legacy in the spring of 2015 when the college president and board suddenly announced they would be closing the college due to fiscal trouble.

A group of loyal alumnae stepped up and, with the help of the experts at Alexander Haas, began to do the impossible-***Saving Sweet Briar***. Hear in their own words, key alumnae and **David King**, President & CEO of Alexander Haas, recount the dramatic turn of events as the firm did "whatever it takes" to make the *Saving Sweet Briar* campaign a huge success.



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Foster Donor Involvement



More money can often translate into more problems. Once your organization has needed funding, the next decision is allocation. **Eddie Stuart**, Vice Chancellor of University Advancement for University of **North Carolina Wilmington** joins Alexander Haas President & CEO, David King to share insights on fostering collaboration among staff and promoting alumni giving long after the graduation ceremonies are over.



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

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