Team
The Education Advancement Monitor

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES
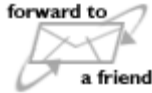
First Things *First*

forward to a friend

April 4, 2019
www.fundraisingcounsel.com

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

Casting Vision for Fundraising Success

Before Jack Welch retired, he was quoted as saying, "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion." As we head into spring, it is the perfect opportunity for nonprofit leaders to vision cast (or recast) for their staff, volunteers, and donors. Without a vision for where you're headed, your philanthropic goals are likely to go out the window with your New Year's resolutions … sometime in early spring.

Casting vision for your nonprofit can be tricky. Your staff, board, and volunteers believe in the mission but can get burnt out from the day-to-day challenges of serving with a nonprofit.

Show Gratitude

Before they scatter for summer vacations, remind each of your board members what you appreciate about the unique gifts they bring to the table-and not just the financial ones. Whether it's their organizational skills, relational skills, financial prowess, or technological proficiency, each of your board members was brought on for a specific reason.

The same goes for your staff and other volunteers. They are likely going above and beyond because they believe in the mission of your organization. Yet, they are probably being given very few resources to make everything happen. That can be the exhausting reality in the nonprofit world. Simple gifts, handwritten thank you notes, or a festive party they don't have to organize or clean up after can go a long way in boosting morale, reconnecting the team, and demonstrate your gratitude.

Paint a Bigger Picture

People give to charities for emotional reasons, not rational ones. But even the most devoted donors can lose sight of the reasons they choose your organization over

another.

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** whooffers 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....*

What Donors Really Want

Author, CEO and Founder of MarketSmart **Greg Warner** joins Alexander Haas President and CEO David King to share tips for fostering donor relationships by giving them what they really want.

He says, "If you work through the process correctly, you don't even have to ask donors for a gift."

click on picture for podcast

What Donors Really Want featuring Greg ...

Listen **to all our podcasts here... .**

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

Transforming Institutions

Arkansas Tech University Foundation in Russellville is a returning Client Partner. Proud to continue our partnership with this institution.

For more than 30 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, institutions that help make our country a better place to live.

Take a look at our past and present
***Higher Education* Client Partners.**

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.

Jump!

Alexander·Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

3520 Piedmont Road | Suite 300 | Atlanta, GA 30305
404.525.7575

Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

We respect your right to privacy - view our policy