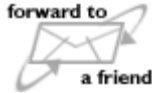




First Things First



June 4, 2020

www.fundraisingcounsel.com

Give Us 30 Minutes & We'll Give You Focus

While your eyes are focused on your organization, your staff and those that you serve during these times of the COVID-19 pandemic, our eyes are focused on YOU:

- Nonprofit organizations that are needed now more than ever.
- Nonprofits that have had to close their doors during this quarantine.
- Nonprofits that are struggling to keep providing services.
- Nonprofits that are seeing a drastic fall in donations.
- Nonprofits that are struggling to adapt to the new normal.
- And even nonprofits that are seeing both volunteers and donors step up and lend increased support.

If you are any of those organizations, we are here to help you navigate this new world. We would like to offer you 30 minutes of consulting time at no charge to help you better understand and steer your fundraising efforts. We can help.

[SCHEDULE YOUR FREE CONSULTATION NOW](#)



from the education-focused desk of
Arthur L. Criscillis, Ed.D. | Managing Partner

Training in the Time of COVID-19

In conversations with clients and colleagues, I have heard that training is high on everyone's list. With travel prohibited, many staff members are seeking additional training opportunities and many leaders are trying to structure appropriate learning opportunities for their staff members. That is well and good—an excellent way to utilize time.

Let me offer a suggestion for *Training in the Time of COVID-19* (apologies to Gabriel Garcia Marquez) of development officers that should actually become part of our general training regimen for gift officers. This suggestion is born of several factors—my own experience, my

work with many, many gift officers as both supervisor and consultant, and my review of any number of training opportunities afforded front line fundraisers.

First, some background. In working with a front-line gift officer to assist in strategy development for prospects, I was reminded of a gap in his understanding. He was interested in developing an approach for an alumnus, who did not give personally, although the accounting firm for which he is the founder and managing partner made contributions. It was clear to me that he failed to recognize that gifts from the firm were, in fact, to some degree coming out of the alumnus' pocket. While there was merit in working with that alumnus to secure an individual gift, to approach him as though he were not giving would be a mistake. In short... [*continued here*](#)

The logo for Alexander Haas, featuring a large, stylized, purple 'A' followed by the name 'Alexander Haas' in a purple serif font.

please join us for the virtual release

Giving USA Results for 2019

Tuesday, June 16, 2020

Virtual/Online Giving USA Presentation

9:30am to 10:30am

Presented by Alexander Haas
in partnership with AFP Greater Atlanta Chapter

Join us for the release of
Giving USA Foundation's Annual Survey of Giving.
This year we are taking this in-depth look at
philanthropy statistics and trends online, and we know
you will find the information insightful and valuable.

Reservations are required.

Click [here](#) to register.

Atlanta-Area COVID Philanthropy Roundup

The **Alzheimer's Association** is offering a monthly virtual art program through their collaboration with the **High Museum of Art**. This program is available statewide and to all those living with MCI or early stages of Alzheimer's or another form of dementia and their care partners. Before COVID-19 hit, the program called "Musing Together" was a monthly tour program conducted at the High Museum. *AJC, 6-2*

ATLStrong Fund will invest more than \$250,000 in emergency rental assistance for city residents. The first investment is made possible through donations from: **Black Entertainment Television (BET) Network, Pfizer Foundation** and **Grassroots Donations**. Recipients include: **Community Concerns, Another Chance, Concerned Black Clergy of Metropolitan Atlanta, Inc., (CBC)**, and the **MLK Collaborative**. The funds will be disbursed by the United Way of Greater Atlanta to local nonprofit organizations to provide emergency rental assistance to qualifying Atlanta households. *AJC, 6-1*

Softgiving, a leading charity stream platform, and **Method**, an esports organization and media company, announced a one-year partnership that will focus on creating monthly fundraising streaming events for select non-profit organizations. So far in 2020, the Softgiving platform has already helped streaming events for charity beneficiaries including **Best Friends Animal Society, Feeding America, Boys & Girls Clubs of America** and **CARE**, among others. *AJC, 6-1*

Federation of Greater Atlanta's (Federation) **COVID-19 Emergency Response Fund** has received more than \$3.87 million to support organizations serving those affected in Atlanta's Jewish community. The money raised to date received from more than 820 donors. Since March 1st, the Federation and the Atlanta Jewish Foundation, a service of Federation, have released more than \$12.7 million in grants. *AJC, 5-28*

Southern Company Gas and the **Southern Company Gas Charitable Foundation** donated \$1 million to **Morehouse School of Medicine**. The gift is part of MSM's Expansion into the Future Initiative. *AJC, 5-27*

Employees of **Google Atlanta** and **Google.org**, Google's philanthropic arm, are supporting *GiveDirectly's* campaign to raise relief funds for families throughout Atlanta who have been impacted by COVID-19. To date, Google's Atlanta office has committed to raise over \$100,000, and will support over 100 local families in the form of cash payments. *AJC, 5-21*

The **Community Foundation for Greater Atlanta** awarded \$580,000 in grants for arts organizations impacted by the COVID-19 crisis through its *Metropolitan Atlanta Arts Fund*. Future grants will be awarded every two weeks as response to the COVID-19 crisis continues. Recipients include: **Actor's Express, Atlanta Celebrates Photography, Burnaway, Dad's Garage, Horizon Theatre Company, MINT, Moving in the Spirit, Roswell Arts Fund, 7 Stages, The Creatives Project** and **Voices of Note**. *AJC, 5-20*

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, donated nearly 258,000 \$5 hunger relief bags to **Feeding America**. The more than \$1.28 million worth of food will help provide meals to neighbors throughout the Southeast who are facing hunger due to the COVID-19 pandemic. *AJC, 5-19*

WarnerMedia and **AT&T** created a \$250,000 relief fund with a special focus on small-to-medium arts and cultural institutions in Atlanta, to help them continue creating during these challenging times. *AJC, 5-17*

#GivingTuesdayNow Results

Donors gave **\$503 million** in online gifts on **GivingTuesdayNow**, according to GivingTuesday's preliminary analyses of the May 5 giving event it organized in response to the Covid-19 pandemic. The group expects this total will grow as more nonprofits report their results. Online giving on May 5 tracked with the volume of gifts made online during the charity's regular end-of-year giving day on December 3, 2019, according to the analysis. That event raised an estimated \$511 million online. *COP, 5-28*





Human Connection in the Time of COVID-19

Nancy E. Peterman
Partner

Some of you may remember the concept developed by John Naisbitt in 1982, *High Tech High Touch*, which acknowledged that with greater reliance on technology, people would crave more TLC. How prophetic. Almost forty years later, we have transitioned to a time of super high tech, where technology plays a significant role in our lives. Thanks to COVID-19 all of us, including preschoolers through octogenarians, rely on technology for education, work, entertainment, religious observances, games, information, and social contact. Even our cats are entertained by video games. With a tablet, cell phone, laptop and of course, WIFI or cell connection, we could be content. But even the introverts among us still long for greater human contact, for high touch.

My colleague, Arthur Criscillis, above wrote of using this time of COVID 19 social distancing to provide specific training to your development team on finance, investments, and other business concepts. Technical knowledge to further hone the craft of development is essential. This is also a time to.... [continued here](#)

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

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!](#)

Alexander·Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

3520 Piedmont Road | Suite 450 | Atlanta, GA 30305
404.525.7575



This email was sent to: gingerchakalall@me.com

This email was sent by: Alexander Haas
Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)