

Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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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 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 virtual desk of
Carl G. Hamm | Managing Partner

Reforecasting Reimagined

The **American Alliance of Museums** annual meeting is usually a time when colleagues reunite for an invigorating week of professional development and camaraderie, yet this year's meeting was forced online like so much of our lives today. This year, Alexander Haas was honored to lead the session *Reforecasting Reimagined* during a full day of sessions organized to address new approaches required by current circumstances, sponsored by AAM's **Development and Membership Professional**

Network.

Among the major challenges that museums are facing in response to the pandemic is that of forecasting

revenue projections for current and future-year budgets. This is the result of a confluence of challenges that have never come together in such a unique way, including the unexpected timing and immediacy with which museums were forced to close, the resulting loss of earned and contributed revenue, employee health issues, and speculation over whether donors and members will cut back or redirect their giving to other priorities.

Here are four recommendations to consider as you approach the exercise of reforecasting: [Click here](#)

Preparing for Recovery: Planning for Fundraising Success After COVID-19

Lost revenue has led museums to develop worst-case financial scenarios and recalibrate their budgets in response to COVID-19. Many have implemented drastic budget cuts and made staffing decisions unimaginable just weeks before the pandemic. And, in the aftermath, everyone is working to establish their own 'new normal' after reopening and into the new year.

In this moment, **institutional planning** for sustained and **increased operational funding through contributions** is more important than ever.

We Can Help

At Alexander Haas, our partners have extensive experience helping organizations through difficult times. We are widely recognized as one of the leading fundraising consulting firms in the nation with a **specialized focus on museums**. From experience, we understand the nuances of working with museums of all sizes and types. We work closely with our clients to create customized, actionable strategies that produce sustainable results.

Current and Post-COVID Planning and Counsel

Recognizing the urgency of the moment, we have developed a customizable scope of work to help your museum maximize its short-term fundraising potential during the pandemic and to develop a responsive, strategic fundraising plan for your museum for the next 1-3 years.

- We will begin by reviewing your current program, how much has been raised in "normal" times and the effectiveness of your programs, including upper-level and general membership, major gifts, galas and special events, your sponsorship and grants programs, planned gifts, and other significant sources of revenue unique to your museum.
- We will take into consideration whether your museum is in, or is contemplating, a campaign.
- We will interview a select number of your top donors or board members to understand their level of commitment and anticipated participation during the plan period.
- We will review your budget and contributed revenue projections and provide counsel, based on our experience, knowledge of best practices and understanding of your situation.

The outcome will be a **written set of recommendations and a plan** with immediate and long-term **strategies for sustaining and increasing your contributed revenue**.

We understand that resources are tight and that time is of the essence. Depending on your circumstances, this project can be accomplished in 60-120 days through a flat-fee monthly retainer.

For more information, contact Carl Hamm, Managing Partner, Museums & Performing Arts at c.hamm@alexanderhaas.com or 314-296-0632.

Points of Interest for the Arts

Two of Minneapolis' most prominent art museums have pledged to cut ties with the Minneapolis Police Department. **The Walker Art Center** made the first move, announcing that it would stop hiring police at its events "until the MPD implements meaningful change by demilitarizing training programs, holding officers accountable for the use of excessive force, and treating communities of color with dignity and respect. Enough is enough. George Floyd should still be alive. Black lives matter." The **Minneapolis Institute of Art** decided to follow suit acknowledging that it "will no longer contract with off-duty police officers from the MPD." Many typical museumgoers may not be aware that museums often contract the services of off-duty police officers for security for special events. It remains to be seen whether museums in other cities that have been the site of protests will make a similar decision to cut ties. *Artnews*, 6-3

Amazon has committed \$10 million in support of efforts to advance racial justice and equity for African Americans. Selected with the help of Amazon's Black Employee Network (BEN), grant recipients include, among others, the **National Museum of African American History and Culture**. *PND*, 6-5

The **Baltimore Museum of Art** received a \$3.5 million gift from an anonymous longtime supporter to endow the directorship of the *Ruth R. Marder Center for Matisse Studies*. *PND*, 5-17

Johnnetta Betsch Cole, who served for eight years as the Director of the Smithsonian National Museum of African Art, will now be special counsel on strategic initiatives at the **Baltimore Museum of Art**. *COP*, 5-8

As museums across the US prepare to open their doors to visitors after lockdown, administrators must consider questions that never would have occurred to them just months ago. Is it safe to hang two small works of art next to each other? Is it possible to reconfigure every door to open automatically? What will make people feel safe enough to visit? Here's an interesting article with insight from the directors of the **Walker Art Center**, the **Pérez Art Museum Miami**, and the **Toledo Art Museum** who discuss their approach to reopening. Click [here](#) to read.

And Speaking of US Museums Reopening

You won't be able to use the drinking fountains, check your coat or eat in the cafe. You will have to wear a mask, submit to a temperature check and agree to leave if you show signs of illness. These are the requirements set by the Museum of Fine Arts, Houston, when it reopened to the public, the first major arts institution in the country to welcome the public back since the outbreak of the pandemic. The New York Times outlines what many of the country's top museums will be doing to adapt to the new limits the coronavirus poses. Read the [article here](#).

Reopenings with limitations in place

The San Antonio Museum of Art	May 28
Children's Museum of Houston	June 1
Sacramento Zoo	June 1
Boca Raton Museum of Art	June 3
Zoo Atlanta	June 4
Atlanta Botanical Garden	June 4
Fernbank Museum	June 4
The Cincinnati Museum Center	June 10
The Louisville Zoo	June 12
Georgia Aquarium	June 15
Saint Louis Art Museum	June 16
City Museum (St. Louis)	June 17
The High Museum of Art	July 18
Wichita Art Museum	June 23
Cleveland Museum of Art	June 30 (approx)
Nasher Sculpture Center	July 4 (approx)

#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.



We Want You to Know

Transforming Institutions



The **Mint Museum** in Charlotte, NC is a returning Client Partner. We are honored to be working with them again.

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, cultural organizations that help make our country a better place to live.

[Take a look at all of our past and present museum Client Partners.](#)

Face It: *Museums* are Different Our Transformational Museum Services

Alexander Haas serves a cross section of museums throughout the country. We specialize (and delight in) what makes you distinctive. As a museum, you have different needs at different times. We can help you create real results.

[Read all about them!](#)



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