



First Things First



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www.fundraisingcounsel.com



from the standing-desk of
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Insights Don't Come from Confidential Studies

Allow me to propose a scenario. Imagine you make widgets and are considering launching a new widget. Before you go to market, you would like to know if your customers will buy the new widget. A consultant comes to you and says that for several thousand dollars, they will go out and talk with your top 30 customers about the new widget. The consultant will get feedback on what they like and don't like about the new widget and find out if they would buy the new widget, how many widgets they would likely buy and if there is anything you could do that would influence them to buy an even larger quantity of widgets. The consultant will also ask them what they like and don't like about your business, your other widgets and how you treat them as customers.

After the interviews are completed, the consultant will tell you if you should launch your new widget and how many widgets you are likely to sell. That would be really valuable information to have before you start making the new widget, right?

But there is a catch...

Best of the Web:

3 Ways to Keep Your Donors Coming Back

According to the **2018 Nonprofit Leadership Impact Study** released by **NonProfit PRO** and **MobileCause**, "Donor loyalty is a priority area of focus for nonprofits, which was rated as the most important outcome when measuring their organization's annual success." Retaining donors is a big deal.

So, what influences donors to come back year after year to your organization? Let's take a look at the top three reasons donors cite for giving in the **2017 U.S. Trust Insights on Wealth and Worth**, and how you can use this knowledge to keep your donors loyal to your organization.

Read the full article on NonProfitPRO.com.



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Listen and *Learn*....

Mentorship & Advancement

Philip Mazzara, President and CEO of **Providence Health Foundation** joins Alexander Haas President and CEO, David King to share steps along his career path from advancement to fundraising and how mentorship helped shape that journey. Philip and David also discuss the challenges and rewards of capital campaigns and what the future of health care looks like.



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.

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

Transforming Institutions

Welcome Returning Client Partners



Clemson University in Clemson, SC is a returning Client Partner. We have been retained for Arthur Criscillis to conduct a Retreat for Gift Officers.



Hendrix College in Conway, AR is a returning Client Partner. We will continue to provide Campaign Counsel.



Lynchburg College in Lynchburg, VA is a returning Client Partner. We have been retained to provide Pre-Campaign Counsel.



Millsaps College in Jackson, MS is a returning Client Partner. We will continue to provide Campaign Counsel.

[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.

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