



First Things First



December 19, 2019
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from the bright and organized office of
Sandra K. Kidd | Senior Partner

How Was Your GivingTuesday?

Now in its eighth year, **GivingTuesday** has become a global event that celebrates the efforts of the world's nonprofit organizations and the generosity of individuals who support them.

The preliminary results for gifts for 2019 **GivingTuesday** indicate that **charities raised an estimated \$511 million online**, up from \$380 million on this day last year. This year, the *GivingTuesday* Data Collaborative, a group of more than 60 partners, also estimated **offline giving using a new statistical model, bringing this year's total estimate to \$1.97 billion**. What an achievement!

Billed as a global day of giving created from the combination of the power of social media and collaboration, *GivingTuesday* is a simple concept that gives nonprofits a free digital toolbox of how tos and gives donors, literally, a world of choices. From a relatively modest start seven years ago (the campaign was announced just one month before kickoff in November 2012), *GivingTuesday* 2018 brought in 3.6 million gifts totaling \$400-million, from donors in more than 150 countries. All online, all in 24 hours.

Take a look at previous giving, and see the tremendous growth that *GivingTuesday* has experienced. **This year's total surpassed what was predicted!**



You will see in a news item below that the awareness of *GivingTuesday* is growing as well.

Beyond the *tweets* and *Instagramming*, *GivingTuesday* represents something bigger: it is the symbolic start of the season of giving, these December weeks when donors make more gifts to more organizations than at any other time of the year. Some donors have a prepared list of charities that they faithfully support every year. Others may give more spontaneously, moved by a story or a heartfelt appeal. Some give to share their own good fortune, others have relatively little to share but give all the same to help someone else in need.

Scientists tell us that giving makes us happier, that altruistic behavior releases endorphins associated with pleasurable feelings. So skip the chocolate, or make one less trip to the mall (real world or virtual), and send the money to a nonprofit you admire. Let's keep the spirit of *GivingTuesday* going all month long - and into 2020!

Wishing you all the best of this season of giving.

More On Giving Tuesday

Awareness of GivingTuesday Growing

A new survey finds that the popularity and awareness of *GivingTuesday* is growing!



Why America Gives 2019: How Current Events, Technology, and Seasonality Impact Donor Plans, found that 37% of respondents were aware of *GivingTuesday*, up 10% from 2018 - including 50% of Gen Z respondents (ages 18 to 22), 39% of millennials (ages 23 to 38), 38% of Gen Xers (ages 39 to 54), and 33% of boomers (ages 55 to 73).

Among those who had heard of *GivingTuesday*, 53% said they had donated to a *GivingTuesday* campaign in 2018. Gen X respondents (25%) were more likely to say they planned to participate in *GivingTuesday* this year than were Gen Zers (18%), millennials (17%), or boomers (17%).

How was your *GivingTuesday*? [Tell us all about it!](#) PND, 12-2

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TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

You Should Know ...

Foundation Funding for Higher Ed Focuses on Access

According to a new report, the top priority for private foundations that provide support for higher education is access and success for disadvantaged students.

Based on a survey of grantmakers for education by *Rockefeller Philanthropy Advisors* and the *TIAA Institute* **92% of foundations funded efforts aimed at boosting access and success for low-income, first-generation college students** - including a smooth transition from high school to college (78%), career readiness (75%), student support services (65%), and affordability and financial aid (53%).

Other Key Findings

- 52% of all respondents and 80% of foundations with assets of at least \$1 billion supported policy, advocacy, and system reform.
- 32% funded pedagogy and educational activities.
- 71% of foundations support public institutions, especially community colleges, rather than private colleges and universities (49%).
- 38% report supporting minority-serving institutions.

The most common recipients of foundation funding for higher education were:

- colleges and universities (84%)
- community-based nonprofits (70%)
- national nonprofits (49%)
- membership organizations (21%)
- associations of colleges and universities (17%)

More information [here](#). (PDF download)

Thank-You Videos Spark Joy & Gifts

When a development officer at a university recorded and sent a thank you to a donor, the donor was so touched that she increased a planned gift to the university. The recorded message wasn't intended to get more money, it was simply meant as a much deserved thank you for the gift.

The institution uses videos primarily to thank donors and keep in touch with them throughout the year. And whenever a donor makes an annual



contribution over the phone, the person who closes the gift immediately films a quick personal video on an iPad saying thanks and how much he or she enjoyed speaking with the donor.

While most videos take little effort on the part of the development team, they can have a big impact. The software it uses to record and send videos allows recipients to respond by email or video. One donor responded to a Valentine's Day video saying it was a bright spot of her first Valentine's Day alone after her partner had died. "That was worth any ounce of energy my team put into it."

Read more of the story [here](#). (requires subscription)
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We'd Like You to Know...

Transforming Institutions



Lindenwood University in St. Charles, MO is a new Client Partner.



University of New Mexico School of Engineering in Albuquerque is a returning Client Partner.



University of South Carolina Upstate in Spartanburg is a returning Client Partner.



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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!](#)



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



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

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