

RISE

Results in Independent Schools E-newsletter
Shining a Light on Fundraising

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



from the bright and organized office of
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How Was Your GivingTuesday?

Now in its eighth year, **GivingTuesday** has become a global event that celebrates the efforts of the worlds 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



You Should Know ...

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)
COP, 12-11

Gifts to Largest Nonprofits Increased 11.3%

According to *The Chronicle of Philanthropy's* annual study of giving to nonprofits, private support for the hundred largest nonprofits accounted for approximately 8.7% of all giving in 2018. However, the strong showing underscores the widening gap between those top charities and the rest of the sector. The study does not include individual gifts to donor-advised funds such as Fidelity Charitable. Had Fidelity Charitable been included in the study, it would have ranked as the largest charity in the country, having raised more than \$9 billion - nearly triple the amount raised by United Ways (\$3.01 billion).

The Chronicle notes that one reason large nonprofits are doing well is that they have focused their efforts on major donors - a group that has benefited handsomely as wealth inequality in the U.S. has hit record levels.

Also, the Chronicle reports that the share of Americans who claimed a charitable deduction on their tax returns in 2018 plunged to 8.5%, from 24% in 2017. *COP, 11-8*

An advertisement with a dark grey background and a yellow arrow-shaped graphic on the left. The text reads: "TAKE OUR READINESS ASSESSMENT" in bold black letters, followed by "CLICK HERE" in smaller black letters. To the right, in large yellow letters, it says "ARE YOU READY" followed by "for a fundraising campaign?" in a white script font. At the bottom right is the Alexander Haas logo, which includes the name "Alexander Haas" in a white serif font and the tagline "TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES" in a smaller white sans-serif font below it.

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

Transforming Institutions



Riverside Military Academy in Gainesville, GA is a continuing Client Partner. We are honored to continue our work 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, independent schools that help transform our nations adolescents into our next leaders.

[Our Independent School Client Partners](#)

Our Transforming Fundraising Services

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transforming Services.

[Jump!](#)



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