

Team

The Education Advancement Monitor

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



from the roving desk of
Arthur Criscillis | Managing Partner

Good News From Giving USA & VSE

As has been reported in the recently released **Giving USA** report, total giving in 2017 reached a record \$410.02 billion, a 5.2% increase in current dollars and 3.0% increase in inflation-adjusted dollars over 2016.

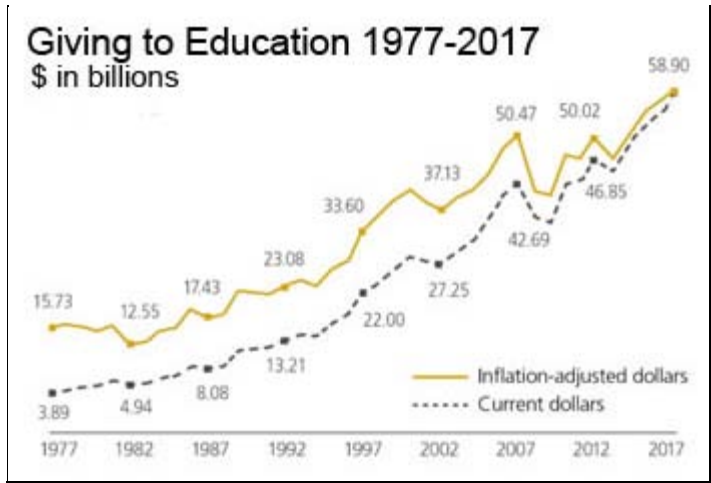
The 2017 report also contained good news of increased giving to **education**, which totaled \$58.9 billion, an increase of 6.2% in current dollars and a 4% increase adjusted for inflation when compared to giving to **education** in 2016. The overall percentage of giving **education** has remained fairly strong with 14% of gifts being directed to this sector.

With continued growth of the economy and the rise in the stock market, the wind has been at our backs. I have to believe that continuing investments in advancement programs and, specifically development, have helped **education** to take advantage of that wind being at our backs.

[In reviewing the report, it is also worth noting...](#)

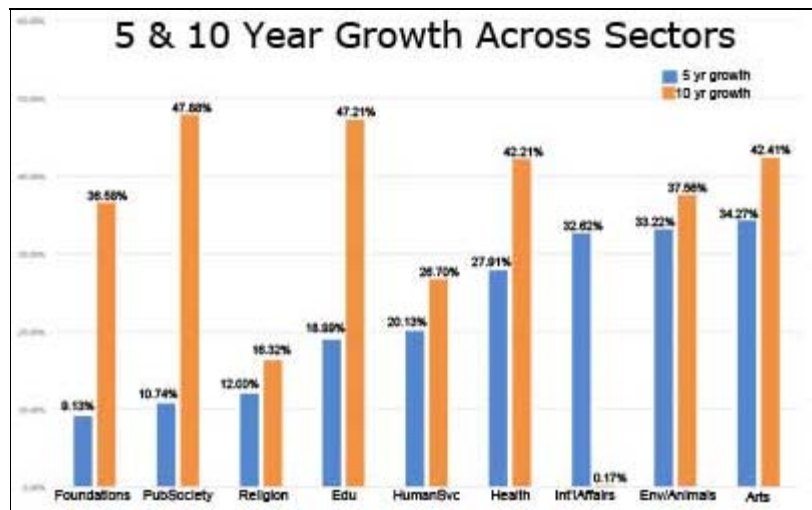
Giving in 2017 \$410.02 Billion

Giving USA 2018: The Annual Report on Philanthropy for the Year 2017, was released on June 12th, marking another high point for American philanthropy. **For the first time, giving exceeded \$400 billion in a single year, increasing 5.2% at \$410.02 billion** (3.0% adjusted for inflation) over the revised total of \$389.64 billion contributed in 2016.

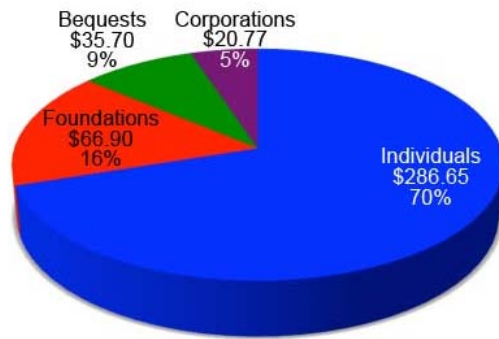


Highlights of Giving to Education

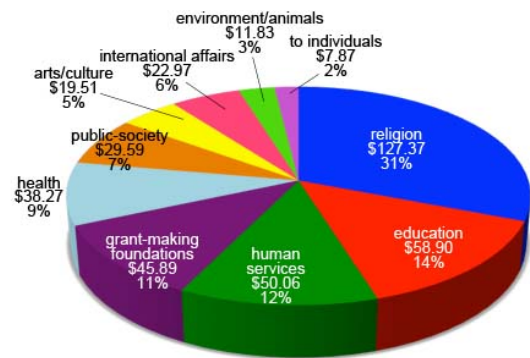
- The education subsector received the **second-largest share of charitable dollars in 2017**, at 14% of the total.
- Contributions to education organizations **grew 6.2 percent from 2016 to \$58.90 billion in 2017**. Adjusted for inflation, giving to education organizations increased 4.0%. The two-year change in giving to education between 2015 and 2017 is an increase of 11.0% in current dollars.
- Compared with charitable organizations of all types, higher education institutions analyzed by the Blackbaud Index **saw a greater increase in online giving between 2016 and 2017**.
- The education subsector has received between **11% and 14% of total recipient contributions in the past four decades**. Giving to education has been at its strongest in the last four five-year periods.
- Education received the **largest share of donor-advised fund dollars at 29%**, higher than the percentage of charitable dollars that went to education in Giving USA's measurements of overall charitable giving.



Giving by Source \$410.02 billion



Giving by Recipient



More information from the *Giving USA 2018* report can be found [here](#).

The GUSA Data Breakdown Are You Listening to Our Podcast?



NonprofitNews.com thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)** [sic].

And there is no better time to check out what the praise is all about with this edition that features our President & CEO, **David King**, as he **breaks down the numbers in the newly released Giving USA 2018**. [Take a listen.](#)



Turn their **NO** into a **YES!**

DOWNLOAD YOUR FREE GUIDE:
Overcoming Objections

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**Best of the Web:
Should You Ask Your *Employees to Give***

"One day someone is going to have to explain to me, slowly, how and why employees of a university are supposed to donate to said university."

That question, in response to a provocative blog, could apply to any nonprofit that conducts an employee giving campaign.

Our response is simple: Employees of a charitable organization are NOT expected to donate to it, but this doesn't mean they should not be invited to do so. Certainly, there should be no pressure to

give and no shame in not giving.

Have you read [John Warner's blog](#) on *Inside Higher Ed* dot com? While his piece offers one perspective, ours is very different.

[Here's our perspective...](#)

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

Transforming Institutions

Welcome Returning Client Partners



ARKANSAS
TECH
UNIVERSITY

Arkansas Tech University in Russellville, AK is a returning Client Partner. We have been retained to conduct a Campaign Strategy Study.



Louisiana State University Foundation in Baton Rouge, LA is a returning Client Partner. We have been retained to provide Senior Development Director Coaching.



Saint Mary's College in Moraga, CA is a returning Client Partner. We have been retained to provide Campaign Counsel.



University of Northern Iowa Foundation in Richmond, VA is a returning Client Partner. We have been retained to provide Campaign Counsel.



University of Richmond School of Law in Richmond, VA is a new Client Partner. We have been retained to create a Development Plan and provide Coaching for the Dean and Development Team.



University of West Florida in Pensacola, FL is a returning Client Partner. We will continue to provide Pre-Campaign Counsel.



University of West Georgia in Carrollton, GA 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.

[Jump!](#)



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