

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 standing-desk of
David H. King | President & CEO

How to Prepare For Future Nonprofit Trends

One of my favorite expressions is, "There is no such thing as standing still; you are either moving forward or backward." We may feel as though we are standing still, but things are constantly shifting around us.

Sometimes we make the change, but often the change happens to us, brought about by some force beyond our control. No matter the cause, if we are not intentional about keeping up with what's happening in our spaces, we can quickly fall behind. This applies to all types of business, including nonprofits.

Here are three trends that I think will have a significant impact on the nonprofit sector and that organizations should begin to prepare for if they haven't yet started.

Cryptocurrency is coming to philanthropy.

While it has not yet made its way into widespread use in philanthropy, cryptocurrency is starting to show itself. This trend recently got a boost when actor Ashton Kutcher donated \$4 million in *Ripple's XRP* coins (a cryptocurrency he has invested in) to *The Ellen DeGeneres Wildlife Fund*. Kutcher made the donation live on her show and completed the \$4-million transaction from his phone in the span of a few seconds while millions watched.

Many, if not most, nonprofit organizations have no idea how to handle a gift of cryptocurrency. For starters, since it is a volatile commodity, many nonprofits don't know how to value the gift. More questions follow such as: Can my bank handle it directly, or do I need a separate crypto wallet? Should I convert it to dollars or keep it as an investment? These are questions that organizations need to be asking themselves and setting policies around.

As with anything, there are pros and cons...

Do You Fear a Cut to the Capital Gains Tax?

A tax break tilted toward the wealthiest Americans that Treasury Secretary Steven Mnuchin pushed recently would dampen charitable giving, according to some nonprofit-policy experts, providing more unsettling news to charities already worried about the impact of last year's tax overhaul.

The proposal, which has been on GOP lawmakers' wish list for years, would cut the capital gains tax by allowing taxpayers to adjust the purchase price of an asset based on inflation. The wealthiest 1 percent of Americans would see 86 percent of the benefit of the tax change, at a cost to the Treasury of \$102 billion in tax revenue over a decade, according to an analysis of a similar proposal by the Penn Wharton Budget Model.

Mnuchin suggested the administration may try to make the change without approval from Congress, which likely would be challenged in court.

Charitable gifts can help the wealthy reduce their tax hit when they sell assets. Mnuchin's proposal would shrink the financial benefits of giving for those potential donors.

"We're concerned," said Michael Nilsen, vice president for public policy at the Association of Fundraising Professionals. "There would be less incentive to give as much for higher-end donors."



[What's the impact on Planned Giving](#)

Listen and Learn....

Need to Start a Fundraising Campaign?



Your nonprofit needs to start a fundraising campaign. Now what? Alexander Haas President & CEO, **David King** joins Laddering Works' Cynthia Hayes to explain the steps for selecting fundraising counsel. From initial interviews to RFP's to finding the right culture fit, David points out key factors to take into consideration.

Download our guide to [Overcoming Objections](#) for additional fundraising help.

[click the picture for the podcast](#)



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)**.

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.

[Listen to all our podcasts here...](#)

A graphic with a grey background. At the top, it says 'Turn their NO into a YES!' where 'NO' is in a yellow speech bubble and 'YES!' is in a green speech bubble. Below this is a purple rectangular box containing the text 'DOWNLOAD YOUR FREE GUIDE: Overcoming Objections'. At the bottom is the Alexander Haas logo, which includes the name 'Alexander Haas' in a script font and the tagline 'TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES' in a smaller, sans-serif font.

Events & Conferences...Look Who's *Talking*

CASE III, One-Day Workshop

September 17, William Peace University, Raleigh, NC
8:30 AM - 3:30 PM

Arthur L. Criscillis, Ed.D., Managing Partner
Increasing Gift Officer Effectiveness

Hampton Roads Virginia Chapter, Association of Fundraising Professionals

September 18, Town Center City Club, Virginia Beach, VA
12:00 PM - 1:00 PM

David T. Shufflebarger, Senior Partner
The Formula for a Bodacious Board

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

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!](#)

Transforming Institutions

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.

[Take a look at our past and present *Independent School Client Partners.*](#)



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