

Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



October 4, 2018
www.fundraisingcounsel.com



from the remote desk of
John H. Taylor | Partner

Are Annual Gifts a Thing of the Past?

Earlier this year we talked about the possible impact of the *Tax Cuts and Jobs Act* (TCJA) on charitable giving. The "[bumpy road](#)" our President & CEO **David King** suggested then seems to be even more uncertain now - thanks, in part, to some accounting world advice.

A likely impact of the increase in the standard deduction to \$12,000 and \$24,000 (single and joint), plus the near elimination of the deduction for state and local taxes, will drop the number of itemizers in the US to something less than 10% (according to some estimates). Meaning fewer individuals will need to make a charitable donation to realize a tax savings. We have argued, however, that it is unlikely this will cause charitable giving to dry up.

People will continue to give because, well, they have a charitable nature! But for many, any reduction of taxable income is a good thing. So, to capitalize on that undercurrent there seems to be a growing sentiment in certain financial sectors that individuals should be encouraged to "bunch" or "bundle" their gifts. Rather than make an annual contribution of a modest amount to their favorite charities, their advice is to wait and make a more substantial gift every three-five years that will cause their donation amount to rise above the new higher standard deduction level.

[Read the rest here...](#)

Listen and Learn....

Insights for Board Enhancements

Anthony Rodriguez is Co-Founder & Producing Artistic Director of **Aurora Theatre**, in Lawrenceville, GA. Among other fundraising challenges, the Theatre moved locations in 2007. Thanks in part to their



strong community/donor relationships, the Theatre has continued to grow and expand. In this episode of the podcast, Anthony talks with Alexander Haas President and CEO, **David King** about how they've built such a strong community foundation and shares tips for arts fundraising.

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

[Click here or photo to watch.](#)



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....](#)

For Boards and CEOs: 3 Metrics That Matter

In the current universe of information overload, it's easy to feel like you're drowning in a sea of numbers. Whether you're Board chair, CEO, development committee chair, or an attentive Board member, what fundraising metrics matter the most?

Partner, Sandra Kidd, who leads our consulting practice with museums and arts groups, weighs in as well. She frequently gets this question from volunteers and senior management: "What should we consider when measuring performance?"

First and foremost, of course, measure it's how much money gets raised. But please don't stop with reading the budget report.



[And here's why....](#)



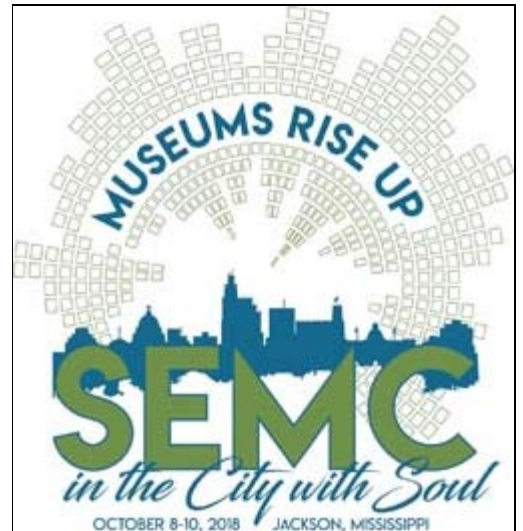
Meet Us in Mississippi....

Alexander Haas Sponsors Events at SEMC

Our bags are packed and we are on our way to the **Southeastern Museums Conference** annual meeting in Jackson, MS, October 8-10.

Proud of our continued support of the SEMC conference, we will once again sponsor the **Directors and Trustees Luncheon and Leadership Forum**, where directors and trustees from around the region will network and share concerns, successes and challenges with peers.

Alexander Haas Partner **Sandra Kidd**, who leads the firm's museum practice, will be joined in a roundtable discussion with **Mary Baily Wieler**, president of the **Museum Trustee Association**, Baltimore MD and **David Butler**, executive director of **The Knoxville Museum of Art**, Knoxville TN. The panel will discuss ways to mix up traditional methods of board recruitment by using the power of LinkedIn and other social networks to meet, cultivate and recruit a pool of potential leaders for the future. This roundtable will start with some new ideas to shake up old models, and then will open the conversation for attendees to share ideas and experiences.



For more information about the conference, it may not be too late to register, go [here](#).

We'd Like You to Know....

Transforming Institutions

Welcome New & Returning Client Partners



The Columbus Museum in Columbus, GA is a returning Client Partner. Our Firm is honored to once again work with this museum.



Southern Museum of Flight in Birmingham, AL is a new Client Partner. We are excited to begin work with this museum to help fulfill its mission.

[Take a look at all of our past and present museum Client Partners.](#)

Face It: Museums are Different

Our Transformational Museum Services

Alexander Haas serves a cross section of museums throughout the country. We specialize (and delight in) what makes you distinctive. As a museum, you have different needs at different times. We can help you create real results.

[Read all about them!](#)



Piedmont Place
3520 Piedmont Road NE Suite 300
Atlanta GA 30305-1512
(404) 832-9200 info@fundraisingcounsel.com



This email was sent to: gingerchakalall@me.com

This email was sent by: Alexander Haas
Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)