

RISE

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

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



October 16, 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...](#)

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 often consults 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, is how much money gets raised. But please don't stop with reading the budget report.

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

Listen and Learn....



Understanding the Repeal of the 80/20 Rule

The recently passed tax legislation disallowing 80% of tax-deductible "gifts" has raised issues when it comes to athletic seating deduction/counting. Athletic departments now require individuals to pay for the privilege of purchasing season tickets. On this edition of *Futures in Fundraising*, **Tom Jennings**, Vice President of University Advancement and President of the **Florida State University Foundation** joins Alexander Haas President and CEO, David King to break down what all this means for colleges and universities.

[click on picture for 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.

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“

It is with great pleasure that we are able to deem our campaign a success, however we would not have been able to do so without the leadership of your firm. Once we entered the process and followed your recommendations, everything fell into place...



Dana Pope
Former Development Chair
Frederica Academy



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



Christ Church Episcopal School in Greenville, SC is a continuing Client Partner.
We are honored to continue our consulting relationship with this institution.

Our Independent School Client Partners.



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