



**First Things First**



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



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

## The 2017 Tax Law's Impact on Giving: What Economists Don't Get

Since December 2017, the nonprofit sector has been buzzing with speculation about how the increase in the standard deduction, resulting in a decrease in the number of people who itemize their taxes from 30% of the population down to 10%, will impact charitable giving. The prediction by economists is that people who do not itemize their tax return will not make charitable contributions. In fact, some are estimating this could cause a decline of as much as 5%, or \$20 billion, in 2018 contributions. Economists have developed complex formulas that predict this decline. I believe they are wrong.

How can I disagree with someone with a Ph.D. in economics when it comes to money? Over 30 years of professional fundraising experience and a degree in psychology lead me to the conclusion that economists' mathematical formulas completely discount what really drives giving.

### Doing The Math

For starters, let's look at the math. According to one study, approximately 96% of American households planned to give to charities in 2017. Yet, according to the Internal Revenue Service, only 30% of Americans itemize their deductions. There is a clear disconnect in the logic. If only 30% of Americans are receiving the tax deduction for giving by itemizing, and the tax deduction is the driver of giving, then the other 66% should not be giving, and yet they do.

**[Next, let's look at this tax deduction issue itself...](#)**

**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?

Previously, Alexander Haas Partner Nancy Peterman weighed in on this topic with sound advice for fundraisers. Now, 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, it's how much money gets raised. But please don't stop with reading the budget report.



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

## Listen and *Learn*....



### Insights for Board Enhancements

**Mary Wieler**, President of the Museum Trustee Association joins Alexander Haas President and CEO, David King to talk board enhancement and education. They discuss state and local laws regarding endowments, what board members need to know specifically about institutions to better serve the board, how to understand economic cycles that impact donations and more.

[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....](#)

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## Great Client News

### UNCW Ranks in Best Colleges



Congratulations to Alexander Haas Client Partner The **University of North Carolina Wilmington**. The university was named the 5th most innovative public university in the South by **U.S. News & World Report** in September. UNCW also earned other laudable recognitions in U.S. News' **"Best Colleges 2019"** guidebook, ranking 6th among public universities and tying for 15th overall on the list of Best Regional Universities in the South.

As part of a total enrollment of 16,747, the university achieved a substantial 16% increase in graduate student enrollment. UNCW set enrollment records in a variety of other areas including international students, clinical research, computer science, business analytics and nursing (bachelor's, master's and

doctoral programs).

*Congratulations. We are proud to have been a part of your journey.*

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

### CASE III, One-Day Workshop

November 5, William Peace University, Raleigh, NC  
8:30 AM - 3:30 PM

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



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

### ***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, institutions that help make our country a better place to live.

[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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