Team

The Education Advancement Monitor

Alexander·Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things *First*

November 8, 2018
www.fundraisingcounsel.com

forward to
a friend

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

The Hiring Conundrum: Experience vs Relationships

Should you hire someone who has a strong background in development or someone who already has relationships in the community? This is a question we hear often from nonprofit leadership. The answer is simple. I believe a proven history of successful fundraising trumps existing relationships 100% of the time, and here are four reasons why:

1. Their relationships aren't with your nonprofit.

If a development officer's relationship with people is based on their role as a development officer at another organization, there is a good chance those relationships will not follow them to their new role. Those relationships are based on their role at another organization, not at yours. Not to mention, there is the possibility that the development officer leaving that organization for another could actually damage donor relationships in the process.

2. Donor interest doesn't transfer based on relationships.

The personal relationships development officers have with donors is not why those donors are giving. Donors give significant gifts to causes they believe in and organizations they trust, not because they like the development officer who is soliciting them. If the donor does not believe in the organization or the cause, the relationship they may have with a staff member is not going to move them to a major gift.

Donor interest is not transferable just because of a personal relationship. Consider this study on donor motivations - influence from others is at the bottom of the list of how donors choose a cause or organization to support. If you are a small four-year college and you hire a development officer who was previously president of the Junior League and "knows everyone in town" (or my least favorite, has a great contact list), do you really think those relationships will translate into contributions to

the school? Probably not.

There are two very *important* reasons here....

David King Live on Business RadioX

As we head into the last quarter of the year, it's important to know how the new tax laws could impact you year-end giving. Our President and CEO **David King** talks with *Atlanta Business RadioX* about the tax reform's expected impact and discusses current trends in philanthropy and nonprofit giving.

Listen to the live broadcast **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.

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**.

Great Client News

Wofford College Announces $300 Million Campaign

Alexander Haas Client Partner Wofford College in Spartanburg, SC announced the launch of the public phase of its most ambitious fundraising campaign in the history of the college, *For Wofford: The Campaign for Wofford College,* with a goal of raising $300 million by October 2022.

We are proud to be providing fundraising counsel to Wofford for this campaign, with **Arthur Criscillis, Ed.D.**, Alexander Haas Managing Partner, leading our effort. Through this partnership, the college has already raised $262 million toward the overall campaign goal. Among the campaign's notable accomplishments are the new *Rosalind Sallenger Richardson Center for the Arts,* the *Jerry Richardson Indoor Stadium* and more than $32 million for endowed scholarships.

Congratulations for your accomplishments thus far.
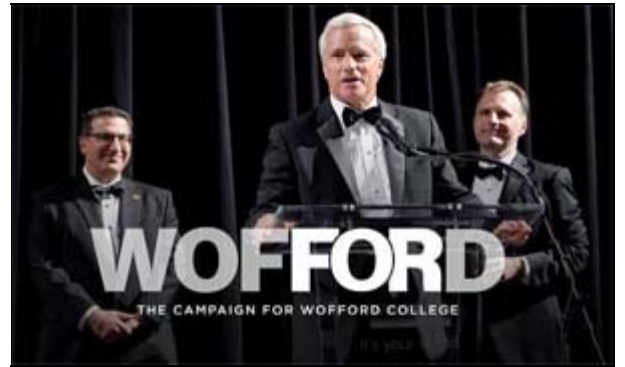
Read **all about it....**

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

Are You Ready for the End of 2018?

David King, President & CEO of Alexander Haas, will be one of the featured presenters at the upcoming **Virtual Conference** hosted by **Network for Good.** Industry leaders will deliver a robust discussion on the changing landscape of charitable giving, best practices for taking advantage of Giving Tuesday and year-end giving, and practical tips for crushing your fundraising goals through the end of the year.

The **November 20th (12:00 to 4:00PM),** live-streaming workshop, will give nonprofits the tools they need to have a successful Giving Tuesday and year-end fundraising campaign.

To sign up and learn more about the sessions, go **here**!

CASE Kentucky Annual Conference 2018
December 6, Omni Hotel, Downtown, Louisville, KY
10:450 AM - 3:30 PM
Arthur L. Criscillis, Ed.D., Managing Partner
System or Programs: Structuring and Integrating Our Work to Secure Larger Gift Commitments

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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!

3520 Piedmont Road | Suite 300 | Atlanta, GA 30305
404.525.7575