

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**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 New Era of Year-End Giving

Many nonprofits rely on year-end campaigns to fund their organization. While some tried and true strategies exist, 2018 will have a twist that nonprofit organizations need to plan for as they establish their end-of-year giving campaigns.

### 1. Setting a Specific Goal

Every fundraising campaign your nonprofit engages in should have a clear, realistic goal attached to it. Is your year-end campaign going to fund something specific in the new year? Do you want to attract a certain number of new donors? Are you trying to get a certain number of donors to sign up for recurring gifts? Are you counting on year-end gifts to reach your annual fundraising goal? Having a specific goal makes it easier to measure and achieve success. It also allows you to sustain momentum as you inform your team and donors about your progress throughout the campaign.

### 2. Determine Your Target Audience

Not everyone needs to know about your campaign. With a clear goal in mind, you will be able to see which donors need to see your messaging. If your goal is to attract new donors then all you're asking from your existing donors is to "tell a friend", while the heavy messaging will be focused on prospects outside of your current donor pool. However, if your organization is using the campaign to fund a special project, then you're likely going to have a pre-selected, targeted group of existing donors who will be receiving messaging around the impact they will have through this specific gift.

### 3. Setting the Clock

Segmenting your target audience will also dictate whether your organization should appeal through mobile, snail mail, email, social media, or phone calls. This, in turn, will determine how early you need to begin your campaign and how often you will

need to create touch points between your organization and your target audience. One snail mail letter to a long-time donor for a year-end gift may be enough. Two or three emails over a few weeks may inspire donors to "tell a friend" about your organization and recruit new prospects. Likewise, a steady stream of social media posts (campaign appeals, updates and inspirational stories) over a longer period of time may be what's needed to motivate your key audience to take a desired action.

[No matter when you begin your year-end campaign, you'll want to include....](#)

## Are You Ready for Giving Tuesday?

**#GivingTuesday** is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

In 2017, an estimated \$274 million was raised online on GivingTuesday and far exceeded the \$177 million total in 2016.

### Key Finding from 2017

- Overall giving grew approximately 4.1% in 2017.
- Online giving grew 12.1% in 2017 compared to 2016.
- Online donations made up 7.6% of all fundraising in 2017.
- #GivingTuesday online donations were up 28% in 2017.
- 21% of online donations were made on a mobile device in 2017.

Year-end fundraising is critical. Nonprofit organizations report that they received the majority of their contributions between October and December; therefore, Giving Tuesday should be a part of your fundraising strategy.



## Do You Know About Museum Store Sunday?

On Sunday, **November 25, 2018**, over 900 Museum Stores across the world will offer shopping inside museums and cultural institutions during **Museum Store Sunday**. Holiday shoppers will not only find quality gifts filled with inspiration and educational value, but through their purchases, will also directly support their favorite museums. Shoppers foster ongoing appreciation and knowledge of art, nature, culture, science, and history. When you, the patron, purchase a gift from the museum store, you help to sustain the museum's service to the public.

Museum Store Sunday, managed by the Museum Store Association, is open to all independently operated museum stores and non-profit retailers located at museums, zoos, aquariums, botanical gardens, historic sites, and other unique cultural institutions.

[Learn more here...](#)



### 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!](#)

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### The Importance of Planned Giving



"The key to being a good fundraiser is being donor centric." **Lula Dawit**, Director of Planned Giving for **The Woodruff Arts Center\*** joins Alexander Haas President and CEO, David King to discuss the importance of planned giving.

The two dive into the continued impact of the 2017 Tax Act, managing fundraiser/donor relationships and how the arts are shaping the local Atlanta community.

Go here to listen to this podcast.



To download this show and catch up on others, find us on [iTunes](#).

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

*\*Alumni Client Partner*



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

### Welcome Returning Client



We are honored to once again work with the **South Carolina Historical Society** in Charleston, SC.

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

[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!](#)



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