



October 18, 2022



from the Scenic East Texas desk of
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Partner

The Most Wonderful Time of the Year

Growing up, I always loved the time of year when the leaves begin to turn, the sound of the high school band practicing their halftime show down the street, crisp cool mornings, blankets, and the smell of a fire somewhere in the neighborhood. With all the traditions and celebrations that come with the last few months of the year, fall has always been my favorite season.

Over the years, I've also grown to look forward to the time we grown-ups call "Q4," with the return to work after the summer slowdown and all the energy we pour into end-of-the-year giving. As we settle into another fall season, this seemed an appropriate time to offer a few considerations for the time of year when most donors make their charitable gifts.

Focus on Impact, Not Just a Budget Goal

Whether your revenue is behind goal or December marks the end of your fiscal year, it can be tempting to focus too heavily on meeting a specific financial target or overemphasize terms like "helping us balance the budget" or "fill the gap." Use this moment to create a sense of urgency, but not at the expense of positive messaging and deepening relationships for the right reasons.

It's appropriate to comment on your organization's dependence on philanthropic gifts, but there should always be a rational and emotional connection to the important work a donor's gift will make possible. Joyful donors give increased amounts over time because they want to make the world a better place through their generosity, not just feel like they're turning a number from red to black on a spreadsheet.

Take Advantage of Giving Tuesday

The Chronicle of Philanthropy reported that some 35 million donors contributed more than \$2.7 billion on the Tuesday after Thanksgiving last year. As **GivingTuesday** becomes increasingly synonymous with the holiday season, it's likely your donors are already being actively solicited to give on that day to other organizations and causes they support. Why not yours?

Virtually all **GivingTuesday** gifts are made online. Take advantage of email and social

media as effective free channels to promote and solicit participation on this special day. Even if your organization has a limited database of email addresses and a minimal infrastructure to process gifts online, **GivingTuesday** should still always be part of your year-end strategy.

Even a Modest Effort Can Make a Difference

There is still time to make an impact through a limited but strategic effort this year! At a minimum, a personal letter sent in November that thanks donors, celebrates the successes of the year, and encourages a year-end gift can be very effective. You might also consider sending a brief, focused follow-up letter to a smaller list of key donors who haven't responded in mid-December, especially to those who last made gifts in 2021, along with phone calls, personal emails, and in-person visits.

Along with **GivingTuesday** promotion, time-sensitive campaigns with specific constituencies (such as trustees, alumni, or employees), securing and promoting a year-end challenge gift, or other strategies can bring maximum impact to your fundraising between Halloween and New Year's Day.

And especially at this time of year, be sure to remind donors of the benefits of giving stock, directing a distribution through their donor advised fund, a qualified transfer from their IRA, or ways to give other than just writing a check or putting a gift on their credit card.

As always, we at **Alexander Haas** wish you the best at this most wonderful time of the year and encourage you to call on us if we can assist in strengthening your fundraising strategy and results. May these next few months closing out 2022 be your most productive and fruitful season.

[Our Team](#)

Read Above!!

November 29, 2022

**GIVING
TUESDAY**

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9 on Forbes 400 Given 20% of Net Worth

Forbes magazine compared lifetime “out-the-door” giving—money spent, not waiting in a foundation or donor-advised fund—as a percentage of current net worth and found that nearly 77 percent of the 2022 Forbes 400 whose giving could be effectively measured have given 5 percent or less of their net worth, while more than 41 percent have contributed less than 1 percent.

Nine individuals or couples—up from eight in 2021—have lifetime giving of at least 20 percent, including **Bill Gates** (#2 on the list with a net worth of \$106 billion), **Melinda French**

Gates (#143, \$6.4 billion), MacKenzie Scott (#18, \$37.7 billion), Warren Buffett (#5, \$97 billion), Gordon and Betty Moore (#104, \$7.5 billion), Lynn Schusterman (#343, \$3.2 billion), and John and Laura Arnold (#332, \$3.3 billion), as well as George Soros (#128, \$6.7 billion), who topped the list as America's biggest donor as a percentage of net worth for the third year in a row, having given away \$18.1 billion—nearly three times his current net worth—and Amos Hostetter Jr. (#327, \$3.4 billion).

[More here.](#) *Forbes*, 9-29

CEO Salaries On the Rise after COVID Decline

The latest **Nonprofit Compensation Report**, prepared and released by **Candid**, the median compensation for CEOs at nonprofits with budgets of over \$50 million decreased by 5.2% over the course of the 2020 fiscal year, and compensation for CEOs increased by 4.7% overall. The report, the most comprehensive nonprofit compensation study of its kind, draws from the tax data of nearly 88,000 nonprofits.

When the pandemic struck, executives across the economy reacted to the initial economic shock by announcing cuts to their own salaries. Since then, salaries have largely increased at all levels, as organizations struggle to attract candidates amid staffing shortages, rampant inflation, and limited funding. In 2019, a survey by the **Building Movement Project** found that more than two in five nonprofit CEOs of color felt their salary was not high enough for their workload.

The Candid report, which does not collect data on race, found an increase in women CEOs at nonprofits of all sizes, though they continue to make less than men. This is especially true at large nonprofits: While women CEOs made 96 cents for every dollar that men made at nonprofits with budgets under \$250,000, they made only 81 cents for every dollar that men made at nonprofits with budgets of over \$50 million.

Other Key Findings

- Executives at nonprofits with budgets of over \$50 million earned a median salary of \$279,000 in 2020, despite the pay cuts. The median salary for executives at nonprofits of all sizes was \$150,000 in 2020.
- Executives employed at science, technology, and medical organizations earned the highest median compensation in 2020, at \$187,000. Executives employed at religious institutions earned the least, at \$65,000.
- While women now make up the majority of CEOs at smaller organizations with budgets under \$2.5 million, they make up only 29% of CEOs at nonprofits with budgets of over \$50 million.
- Executives in the Northeast earned the highest salaries, at \$139,000, while executives in the Midwest earned the lowest, at \$110,000. The District of Columbia had the highest median executive compensation in the country, at \$175,000, followed by New York and Massachusetts.

COP, 9-15

Client Honored as Best & Brightest
Congratulations to our Client Partner, the **Tommy Nobis Center**, who was named a **Best and Brightest Company to Work For in the Nation** for the third consecutive year. The award is presented by the **National Association for Business Resources**.

Gates and Others Collaborate on Grant Fund

The **Bill & Melinda Gates**, **Open Society**, and **Rockefeller** foundations are collaborating on a new fund aimed at unlocking more financing by multilateral development banks (MDBs) to low- and middle-income countries, with an initial

“We are extremely honored and grateful to once again receive this notable distinction,” says President & CEO, **Dave Ward**. “I am so proud of our team and how they continue to passionately pursue our mission to empower people with disabilities in new and innovative ways.”

Out of the 1,400 companies that submitted nominations for the summer 2022 Best and Brightest national award, only 175 were named to the prestigious Best and Brightest list, putting Tommy Nobis Center in the top 12% of all companies nominated.
MetroAtlantaCEO, 9-28

Tommy Nobis Center is a Current Client Partner

commitment of \$5.25 million. The MDB Challenge Fund aims to accelerate financing for the United Nations’ Sustainable Development Goals and the Paris Climate Agreement. When the fund releases its first request for proposals later this year, it will solicit proposals in support of a range of activities, including technical assistance, operational funding, and policy analysis.

In addition, the G20 Capital Adequacy Frameworks report reinforced findings by organizations like the Center for Global Development; the World Bank, Asian Development Bank; and African Development Bank that together could potentially support over \$280 billion in additional lending annually. *PND, 10-17*

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Returning Client Partner



Spartanburg, SC

We Know Social Service Organizations

For more than 35 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, organizations across the country that help communities be a better place to live.

[Our Clients](#)

A Fresh Approach to Fundraising

Our services aren't cookie cutter. We don't operate with a boilerplate, merely changing names and locations. We craft each and every service we provide to match your organization's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your institution, your fundraising, and the community you serve.

Whether your need is in Capital Campaign, Annual Fund Campaign, Major Gifts, Leadership Annual Giving, Planned Giving or all of the above, we take a fresh approach to nonprofit fundraising.

Our Services



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