

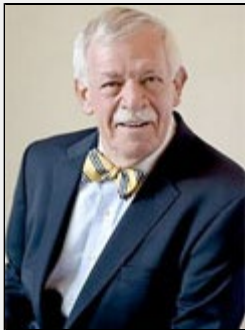


Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

April 14, 2022



from the Coastal desk of
David T. Shufflebarger
Senior Partner

Let's Skip to the Good Part

As my mind was seeking some relief from the daily news of war horrors in Ukraine, fears of another pandemic surge, and culture war episodes, I recalled some of the moments of joy our work in philanthropy can bring, both as a consultant and as a development officer.

I remembered a donor with whom I had the chance to work some 20 years ago to bring about a \$10 million gift to transform a small program to a whole new level. It was by far the largest gift commitment he had ever made. On the day we were announcing the gift he called me over and whispered in my ear 'The night I decided to sign the gift agreement I was so excited about what it would do that I could not sleep a wink.' His joy was mine.

Then there was the church school campaign leader who pretended to be a curmudgeon at meetings but afterwards would confide how much he was enjoying going on solicitation calls. The \$6 million campaign had been designed to achieve the first four projects of more than 10 in a campus master plan. As the campaign became increasingly successful more projects were added, and the goal was raised twice, more than doubling the original goal.

As we got within \$500,000 of the goal the leader decided he wanted to wrap the campaign up with a bang. He had already made a \$1 million gift but decided to make an anonymous matching challenge gift of \$250,000 and cover the expense to invite the top 30 donors to the campaign to a fancy dinner at his club promising a major announcement. After dinner and a special performance from the school choir, he announced the matching challenge and within about 20 minutes there were pledges of more than \$275,000. He was over the moon and told me about 10

p.m. as the last guest was leaving that it was the most fun he had had in 30 years. He called me early the next morning to reiterate what a joyful moment it was when we went over the campaign goal. Again, his joy was mine.

Happily, there are many more such memories, but I will close with my favorite. During my time as a university development officer, I was blessed to work with a beloved volunteer (I will call him Joe to protect his good name) with a wicked sense of humor. He taught me a lot about major gift fundraising, but it was in annual giving where we had the most fun. While we never asked our volunteers to make more than five calls in person, he would take the names of 10 of his closest friends who were donors.

Instead of calling on them in person, he would write a nice letter asking them to renew their gift. Some, did, indeed, do so. However, for those who had not responded within a month, he took great delight in writing them blistering letters along these lines.

'I cannot believe what a cheapskate you are or why I even consider you a good friend. I know how much your house is worth, I saw that new Mercedes in your driveway and heard you went to Europe for a month vacation. What kind of person are you who has all that money but won't make a gift to help deserving students at the university get a good education? I am ashamed to admit I know you. If you have any decency, you will write a check immediately for twice what you gave last year.'

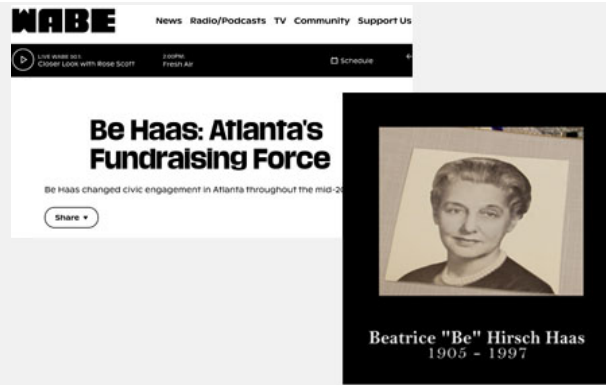
He copied me on these letters and the first time I saw one I went into a panic and called him to ask about the wisdom of such an approach. His only response was 'trust me.' Sure enough, I began to get gifts from the recipients with notes like 'despite your poor judgment in involving a volunteer like Joe, I am making a gift again this year.' Later, I learned that Joe had used this approach on his friends in some other campaigns and they sometimes deliberately delayed their gift just so they would get such a letter from him. He confided in me that thinking up new ways to insult his friends for a good cause was one of the most enjoyable things he did. Once I understood that I looked forward to reading my copies of his letters every year and still recall them fondly some 40 years later.

[Our Team](#)

PBS Feature on Be Haas

She was our Founder. She was a force in Atlanta. She was a master at what she did in philanthropy. She had a way of looking over her glasses and reduce any titan of industry to adolescent status with just a glance. She was a badass.

Beatrice "Be" Hirsch Haas changed the



civic engagement in Atlanta throughout the mid-20th Century with her community leadership, political activism, and fundraising campaigns, and WABE, Atlanta's PBS affiliate, recently put the spotlight on Be, our Founding Partner, airing a feature, [Be Haas: Atlanta's Fundraising Force](#), a look at the extraordinary life and career of the first fundraising consultant in the Southeast. Friends and colleagues reminisced about Be, sharing stories of how she helped mold what is now a very vibrant philanthropy community.

Whether you worked with her, knew her socially, or heard a story about this unique woman, you will have a heightened appreciation for our friend, our founder, Be. [Take a few minutes to watch here.](#)

Gifts Not Captured...Captured

New research suggests that a significant share of Americans donate cash that isn't counted because it doesn't go to nonprofits. Nearly a third of Americans give money to structured community organizations that aren't registered charities, such as mutual-aid groups or rent-relief funds. Also, about a third make cash gifts to individuals, often friends or family, through direct payments, crowdfunding efforts, online fundraisers, or other means.

These findings are from the first in a series of reports by GivingTuesday and by Data Commons, GivingTuesday's research arm, and sets out to measure the range of informal and often individual ways that people pursue social good, including mutual-aid groups, GoFundMe-like crowdfunding platforms, meal trains for sick neighbors, and neighborhood rent-relief funds.

[Read the report here.](#) COP, 4-8

Wealthy Donors of Color Gift Report

A report from the Donors of Color Network (DOCN) found that \$56 million was given to charity from high-net-worth donors of color. The median annual gift was \$87,500. The report also found more than 65% of the donors had earned their wealth; and more than half of those interviewed explicitly ranked their donation priorities, with 44.4% prioritizing social justice, 39.7% prioritizing women's and gender rights, and 36% prioritizing racial equity. [Report is here.](#)

Fundraisers Optimistic

Conducted in late December 2021 and early January 2022, Association of Fundraising Professionals' latest *Fundraising Confidence Survey* asked fundraisers how optimistic they were about reaching their annual fundraising goal in 2021. Respondents indicated an average confidence level of 8.04 (out of 10) for reaching their 2021 fundraising, up from 7.63 at the end of September 2021 and 6.52 in September 2020. *Giving USA 2021*, data to be released in May, will shed light on how successful fundraising was in 2021. PND, 3-7

[Our Facebook](#)

[Our LinkedIn](#)

We Know Museums

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with leading museums and cultural organizations across the country that help communities be a better place to live. Just ask our clients.

[Our Museum Clients](#)

Face It: Museums are Different

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 museum's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your museum, 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](#)



www.fundraisingcounsel.com
info@alexanderhaas.com

Piedmont Place | 3520 Piedmont Place NE, Suite 450 |
Atlanta GA 30305-1512 | 404.525.7575