



Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the desk of
Jane DiFolco Parker | Partner

Here We Go Again – But Still . . .

Nearly every year, there are local, regional, national, and global events that disrupt our equilibrium and upset our sense of well-being. Be they catastrophic weather events, political upheaval, public health crises (think COVID, AIDS, the opioid crisis), war, bank failures, economic uncertainty – the list goes on – these disruptions can unnerve us and undermine our sense of safety and security. As distressing, or even disastrous, as such episodes are or can be, they almost always elicit a response that is heartwarming, that restores our faith in humanity, and that reminds us how very generous the human spirit is and how powerful philanthropy is.

There are countless definitions of the word “philanthropy.” It is described variously as charitable acts or other good works that help others or society, or altruistic concern for the welfare of others and society that usually is manifested by **doing** something – donating money or property or volunteering time or effort. It also means the desire to promote the common good, often accomplished through donating money. Our individual definition of philanthropy notwithstanding, those of us privileged to work in fundraising, development, philanthropy, advancement, or whatever label we choose to call our profession, know what a formidable force it is.

I am constantly amazed at the generosity of people, particularly in the U.S. Regardless of political, religious, ideological, or cultural differences, people often are united by the desire to make a difference, to have a positive impact, to solve problems, to provide relief. The countless not-for-profit institutions and organizations that exist to bring art, music, and theatre to communities; to provide services, disaster relief, education; to conduct research; to battle hunger and homelessness; to rescue animals; to protect the environment; and that advance myriad other important causes simply could not fulfill their missions without the generosity of the millions of people who, in the aggregate, donate billions and billions of dollars each year.

It is no surprise that economic conditions have an impact on the ability and willingness of individuals and organizations to support charitable causes. It also is no surprise that some are more significantly affected by the economy than are others. What I do **not** find at all surprising is that, if a charitable organization effectively tells its story, demonstrates the positive impact of its work, consistently exhibits responsible stewardship of the money it

receives, and has leadership that operates with integrity and transparency, people who care about the organization and its work will support it no matter the external disruptors that might shake our confidence. The magnitude of individual gifts might be affected, but people still give. They still care. They still want the causes that touch their hearts and minds to be able to fulfill their missions.

[Our Team](#)



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Catching up With Alumni Clients

Kelly Harvey will join the **Cummer Museum of Art and Gardens** as chief advancement officer, effective April 24. Currently, she is director of development and external affairs at the University of Florida's Samuel P. Harn Museum of Art. *COP, 3-24*

Smithsonian American Women's History Museum received \$38 million for the initial planning of its building on the National Mall and to develop programs and digital content for the forthcoming museum. The total comprises grants of \$15 million from the **Bill & Melinda Gates Foundation**; \$10 million from **Pivotal Ventures**; \$5 million each from **Acton Family Giving** and the **Target Corporation**; \$2 million from **Bank of America**; and \$1 million from **AARP**.

Meanwhile, **Nancy Yao**, president of the Museum of Chinese in America, has been named the founding director of the forthcoming **Smithsonian American Women's History Museum**. She will start her new role on June 5. *COP, 3-15*

Fundraising Consultants Speak for Their Clients

An online survey of fundraising consultancies that collectively represent hundreds of nonprofits, found that nearly two-thirds (65.64%) of respondents indicate their nonprofit clients met or exceeded projections for 2022. However, an even more significant number (68.75%) said the results fell short of 2021's outcomes and nearly half (43.75%) said their clients have lowered their expectations further for 2023.

More findings

- 37.5% of respondents have clients who expect to match last year's results, and 18.75% expect to exceed them.
- As for the biggest fundraising challenges they believe their clients will face in 2023, respondents overwhelmingly identified inflation (84.85%), new donor acquisition (78.79%), and donor retention (63.64%).

[The 2022-2023 ADRFCO Survey: Compiling Insights into the Nonprofit Sector](#) also reports:

- Nonprofits will likely utilize email fundraising methods versus direct mail or telemarketing.
- Most respondents expect their clients to do either the same amount of (53.13%) or less (40.63%) direct mail fundraising this year compared with last year.

A majority also report their clients will be doing the same amount of (71.43%) or less (21.43%) telemarketing, while nearly half (43.75%) indicated that clients intend to increase their volume or frequency of fundraising emails, with the remaining 56.25% expected to do the same as last year.

[More here.](#) NPT, 3-13

Our LinkedIn

Alexander Haas In the Press

When getting the best out of a board retreat, Alexander Haas Partner **Sandra Kidd** told *The Major Gifts Report* that it happens the best with "dedicated, enthusiastic board members." An interview with Sandra is featured in the April edition of this monthly report. [More information here.](#)



David King, our President & CEO, is a featured writer in Giving USA's Member's Insight Blog. In his entry, David discusses the warning signs that organizations need to be aware of in 2023 as they face challenging headwinds to philanthropy.

[The blog can be found here.](#)



Fundraising Professionals Celebrates an Icon's Legacy at the Be Haas Awards

On March 28th, the Woodruff Arts Center in Atlanta was filled with accolades for the lasting impact **Be Haas** has had on the philanthropic and fundraising communities and those that work in the organizations that serve them, when the **Be Haas Awards Ceremony** was held. The event was hosted by the **Association of Fundraising Professionals, Greater Atlanta Chapter**. **Alexander Haas** is the presenting sponsor of the relaunch of this award, in cooperation with AFP.

This year's event is especially significant as it marks the 30th anniversary of philanthropist and community leader Beatrice "Be" Haas being awarded the organization's Lifetime Achievement Award. Alexander Haas President & CEO, **David King**, addressed the audience and spoke of his beloved former colleague and those individuals that best represent the alms she stood for.



This year's Be Haas Award recipients are:

Birgit Smith Burton, Founder and Executive Director of the **African American Development Officers Network** and former Executive Director of Foundation Relations, Georgia Institute of Technology.

Kathryn H. Graves, Senior Associate Dean of Development and External Relations, **Rollins School of Public Health at Emory University**.

Randy Redner, Chief Strategy and Philanthropy Officer at **Rainbow Village** and retired President & CEO, Community Foundation of Northeast Georgia.

"It's a privilege to be able to uplift those who have helped create change and breathe new life into philanthropy in the greater Atlanta region," said AFP Greater Atlanta Chapter President **Kate McNeely**. "Philanthropy doesn't happen in a vacuum, and we believe that leaders like these help to drive impact—and empathy—in our communities."





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