



# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

November 3, 2022



from the desk of  
**Tara Jones, Ph.D.**  
Associate Partner

## You Need a Board. Yes, YOU

Recently, I was working with a client and interviewing board members. Some were experts with investment strategies, others were adept at innovation and marketing, and one was a CPA who loved audit and compliance. I was struck by the diversity of each outstanding volunteer's experience, background, and skills. However, one constant was found – a thoughtful dedication to the organization.

While many of us have the great fortune of working with board members at a nonprofit organization or a higher education institution, how many of us utilize experts for advancing our own careers? I was reminded of a social media post I saw a couple of years ago that spoke to the importance of assembling your **personal board**. To find the original infographic, I did an internet search for **personal board** which provided **587,000,000** results! Clearly this is a hot topic with many sources weighing in on the subject, including [Forbes](#), [Harvard Business Review](#), and [LinkedIn](#).

Much like a foundation board, a personal board should **give feedback, provide support, challenge your assumptions, advocate for you, offer encouragement, expand your network, and celebrate your accomplishments**. Personal board members sincerely care about your success and invest their time in helping you achieve your goals. The members of your personal board don't necessarily have to know they are on your **board**.

In choosing your personal board, you should place value on mutual respect and expect to receive open and honest feedback. While there isn't a magic number of how many personal board members you should engage, many sources suggest having at least five people on whom you can rely. These are my favorite personal board member **job descriptions**. (Plus, I love alliteration.)

1. Caring Coach – encourages you and challenges you to be better.
2. Expert Executive – leads others in ways that inspires you.
3. Sincere Sponsor – advocates for your career advancement and increases your visibility.
4. Creative Connector – broadens your network and shares professional opportunities.
5. Positive Peer – motivates you to make a difference and validates your work.

While it may sound cliché, each one of us is the CEO of our career experience. Just as we could not function effectively in our jobs with only one volunteer or foundation board member, we should not expect that one mentor can fulfill all the roles we need to advance in our professional development.

In this season of thanksgiving and celebration, consider reaching out to thank those who have invested in your success and career trajectory. In the new year, continue to invest in others and consider sharing your expertise by becoming a personal board member for someone else.

Our Team

---

## AAM Updating Standards

For the first time in 20 years, the **American Alliance of Museums (AAM)** will be updating the standards for its member institutions, adding new required goals on diversity, equity, accessibility, and inclusion (DEAI).

The new initiative will be created with the assistance of a six-to-eight-person advisory group of museum professionals, over the next three years. The process will be supported by a \$740,000 government grant from the Institute of **Museum and Library Services**. It is set to be completed in 2025.

“Our standards have to be vetted and applicable to myriad museums, from all-volunteer run historic houses, to mid-size collecting art museums, to zoos with hundreds of staff members,” said **Laura Lott**, President and CEO of the **AAM**. “This has to be a community-driven process in which we require the expertise from those outside of the AAM staff to help guide these changes, and input from hundreds of museum professionals from around the field.” *Artnet.com, 10-17*

---

## Colorblind? Not at the DMA

For those with color vision deficiency, also known as color blindness or CVD, certain hues are difficult or impossible to discern. The condition affects approximately one in 12 men and one in 200 women. Now, the **Dallas Museum of Art\*** (DMA) is teaming up with EnChroma, a company that specializes in the production of glasses with lenses that adjust to change color perception, to give color blind visitors a chance to experience the full spectrum of some of the museum’s most vibrant paintings.

Glasses are now available at the museum that enhance the color perception of visitors with red-green deficiency, and will be available at least through July 2023.

*Artnet.com, 10-11*

*\*Alumni Client Partner*

---

## We Need More Articles Like This

We applaud when mainstream media highlights philanthropists and the impact their money has on communities. We recently read a profile on **David Geffen**, who, as *The New York Times* reports, “has handed out \$1.2 billion over the past 25 years to museums, theaters, concert halls, universities, and medical centers, according to the **Geffen Foundation**, and pledged to ‘give every nickel away’ of a fortune estimated to be \$7.7 billion. As a result, Geffen has become avidly sought by culture and education leaders looking to finance a wave of new construction that is enlivening cities as the nation emerges from the coronavirus pandemic.”

Do you pitch news ideas to your local media on a particular gift your museum has received or a highlight a long-standing patron that won't mind the publicity? [Here's](#)

[Our Facebook](#)

[Our LinkedIn](#)

**Time is Ticking!**  
**November 29, 2022**

**GIVING**  
**TUESDAY**

[select for more info](#)

## GivingTuesday is Ready...Are You?

### Apple Pay Enters the Mix for GivingTuesday

Speaking of **GivingTuesday**, **Candid** has announced it is partnering with **Apple Pay** to make it easier for nonprofits to accept donations on GivingTuesday—and beyond. Last year, GivingTuesday raised \$2.7 billion in the United States. This year, nonprofits that have earned a **Candid Seal of Transparency** will be able to accept donations with Apple Pay.

Charities with a Candid Seal of Transparency provide information about their mission, contact details, leadership, grantmaker status, programs, financial information, strategic plans, and/or metrics that help funders and donors make educated giving decisions. The seal, which nonprofits receive for free, also gives organizations additional benefits such as appearing on more than 200 charitable sites. To learn how to [get your seal, go here](#). *Candid press release, 10-24*

### GivingTuesday's \$10 Million Gates Gift

GivingTuesday received a \$10 million gift from the **Bill and Melinda Gates Foundation**, the largest single grant in the organization's 10-year history. The grant will enable GivingTuesday to scale existing programs and launch new initiatives aimed at advancing "a culture of radical generosity" around the globe. The organization will work to increase giving worldwide and hopes to inspire the next generation of generosity givers. GivingTuesday currently has national movements in more than 85 countries. The Gates Foundation is GivingTuesday's largest and one of its most longstanding financial supporters. *PND, 10-21*

## Wealthy Young Donors Want to Give Differently Than Parents Do

When making big charitable-giving decisions, a new study finds that 76% of wealthy donors are likely to give to different causes and nonprofits than their parents and to give in ways that differ from how the older generation donates to charity. By contrast, 82% of parents in the survey who give believe that they and their children share the same philanthropic goals.

Women respondents were especially keen to differentiate their giving: 88% of women said they plan to or are already giving differently than their parents, compared with 69% of men.

Roughly 60% of affluent people of color said they would give differently than their parents, which the study's authors interpret as evidence that wealthy people of color's philanthropic identities are more rooted in their family's giving legacies and traditions than that of their white counterparts.

The [2022 Bank of America Private Bank Study of Wealthy Americans](#) surveyed 1,052 high-net-worth U.S. respondents over the age of 21 with at least \$3 million in investable assets, excluding their primary residence.

### More Key Findings

- Half of the younger donors said they would give through a charitable trust, compared with only 15% of older donors.
- Thirty percent of younger donors said they favored DAFs compared with only 14% of older donors.
- Twenty three percent of younger donors showed a preference for giving through a foundation, compared to only 11% of older donors.
- Nearly 70% of people who made their own wealth reported feeling an obligation to give back, compared with 44% of people who come from already-wealthy families.
- Almost 90% of the younger people were extremely confident that they are not only well prepared to step into the role of wealthy philanthropists, but that they will also be more effective at it than their elders.

[More here.](#) COP, 10-11

---

## 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](#)



---

*A*lexander·Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)

[info@alexanderhaas.com](mailto:info@alexanderhaas.com)

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