

# Encore

A Spotlight on Philanthropy in the  
Performing Arts

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

## Trickle-Down Philanthropy

I'm fascinated by the changing trends in philanthropy, particularly as it relates to innovation. Every day we are introduced to some new technology that promises to encourage our well-being up the positive vector. Maybe you're wondering, Why am I reading about technology and innovation in a Philanthropy blog-stay with me.

This past summer I was amazed at the story regarding Dr. Atul Gawande, who was appointed CEO of a yet to-be-named nonprofit healthcare venture established by Warren Buffett, Jeff Bezos, and Jamie Dimon. Yes, that's Berkshire Hathaway, Amazon, and JP Morgan.

Let's start by considering that in their own right, each of these dynamic leaders is a significant philanthropist. Now, let's consider their motivation for hiring Dr. Gawande and setting up this nonprofit venture.

It's not greed; it's the desire to fix something that is broken-to make healthcare better, more accessible, and less expensive. Isn't that what we are all doing in our respective areas-attacking a challenge, preserving, advocating, protecting, or just making something better?

[Read more here...](#)

### 3 Keys to Nonprofit Resilience

In late 2018, the Stanford Social Innovation Review (SSIR) wrote about an interesting study conducted by the David and Lucile Packard Foundation in coordination with Fiscal Management Associates (FMA), which works with organizations around issues of capacity building.

The subject was how to help nonprofits achieve and maintain



financial stability. Year in and year out, this continues to be the major issue facing our non-profit partners.

Fundraising and earned income play a big role in achieving financial stability, so the lessons from this two-year project are useful as we think about starting the New Year off on a strong note. FMA and the Packard Foundation found that three best practices made the biggest difference:

Plan and budget for multiple years, not just the year ahead. Taking a short-term perspective will mean that you usually will come up short. And donors want to know their gifts are being used to move your organization forward, not just bailing you out at the end of the fiscal year.

Use visual dashboards to track performance and inform Board and staff discussions. Dashboards help leaders, managers, and staff members more easily see key trends and make real-time plans for improving fundraising and financial performance. Tip: make sure Board giving is a key indicator on your dashboard.

Have a policy for building an operating reserve-and follow it. Financial resilience means that you can survive in lean times, and a reserve fund, sometimes taking the form of a quasi-endowment, can make the difference.

[To learn more, read the full SSIR article here....](#)

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### **What Donors Really Want**

Author, CEO and Founder of MarketSmart **Greg Warner** joins Alexander Haas President and CEO David King to share tips for fostering donor relationships by giving them what they really want.

He says, "If you work through the process correctly, you don't even have to ask donors for a gift."



[click on picture for podcast](#)



### Are You Listening to Our Podcast?



**NonprofitNews.com** thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)**.

Catch a new episode of Futures in Fundraising each month on Tuesdays at 10:00 am (EST) on Facebook Live.

To download this show and catch up on others, find us on iTunes.

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**Aurora Theatre** in Lawrenceville, GA is a returning Client Partner. We are thrilled to continue our relationship.

We are proud of our long history of providing fundraising consulting services to performing arts organizations.

[Check out our past and present clients here.](#)

### Face It: Arts Organizations are Different Our Transformational Fundraising Services

**Alexander Haas** serves a cross section of performing arts organizations throughout the country. We specialize (and delight in) what makes you distinctive. As an arts institution, you have different needs at different times. We can help you create real results.

[Read all about them...](#)

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