

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



February 7, 2019  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the standing-desk of  
**David H. King** | President & CEO

## Four Dos & Don'ts for 2019

As you strategize and think through what 2019 will look like for your nonprofit organization, I encourage you to avoid making these four common mistakes. You can think of them as New Years Resolutions or just good advice from a fundraising consultant who's been helping nonprofits succeed for nearly 30 years.

### 1. DON'T Over-Solicit

We recently shared that 65% of donors who made a first gift to an organization do not make a second gift. Why is that? Donors reportedly stop giving for the following reasons: 69% are over-solicited, 64% say communications are focused on asking for more money; 63% cite a lack of measurable results; 62% are no longer inspired by the mission; and 58% believe that the overhead costs are too high. In short, they are tired of feeling like an ATM without a connection to the organization.

### DO Show Genuine Gratitude

Donors are tired of being treated as transactions. Instead, organizations should be giving back to their donors - giving genuine gratitude, valuable information, and stories of their impact. We always recommend organizations take a donor-centered fundraising approach where donors are cultivated in on-going relationships, valued for their unique contributions, and thanked for their specific gift. Donors want to be thanked promptly. They don't want the thank you letter to be a listing of the latest accolades or accomplishments of the organization, and strictly forbidden is an overt or veiled request for more funding. They just want to be thanked.

### [2. Don't Put Any Warm Body on the Board of Directors \(go here\)....](#)

## Fundraising Veteran Carl G. Hamm Joins Alexander Haas

**Carl G. Hamm** was named Managing Partner for Museums and Performing Arts at Alexander Haas. He has nearly 30 years of senior management experience in the nonprofit sector, the majority of which is in senior development roles in the museum

field.

"Carl has a history of exceptional fundraising performance and will be a valuable asset to our firm, as well as to our museum and fine arts clients," said David H. King, President and CEO of Alexander Haas.

Prior to joining Alexander Haas, Hamm served as Deputy Director for Development and External Affairs for the **Saint Louis Art Museum**. Hamm also has a career history serving as senior Vice President for Development & Marketing for the **Fort Worth Museum of Science and History** and as Associate Director of Development for the **Dallas Museum of Art**.



[Read more about Carl Hamm here...](#)

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## Listen and Learn....



### **GivingTuesday Doesn't Stop on Wednesday**

While #GivingTuesday is a major, nation wide giving campaign held each year the Tuesday after Thanksgiving, your donor and social media strategies should stretch beyond.

It's never too early to examine what worked and what didn't in your Giving Tuesday fundraising activities. In this episode of **Futures in Fundraising**, Muscular Dystrophy Association Executive Vice President and Chief Impact and Philanthropy Officer **Adam Cotumaccio** joins Alexander Haas President and CEO, David King to share specific

strategies for maximizing your #GivingTuesday reach along with tips for nonprofit leadership and growth to help your organization finish the year stronger next year!

[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.

[Listen to all our podcasts here....](#)

## We'd Like You to *Know....*



### **Kidd Named Senior Partner**

**Sandra Kidd**, who just celebrated her 13th year with Alexander Haas, has been named Senior Partner and will work with new Managing Partner Carl Hamm as we expand our services to Museums and Performing Arts organizations.

[More about Sandra here.](#)

## **Transforming Institutions**

For more than 30 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, cultural organizations that help make our country a better place to live.

[Take a look at all of our past and present museum Client Partners.](#)

## **Face It: Museums are Different Our Transformational Museum Services**

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

[Read all about them!](#)

# Alexander·Haas

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