



First Things First



February 22, 2018
www.fundraisingcounsel.com

Client Highlight: "Integrity Matters...A Lot"

In April 2015, **Auburn University** launched an ambitious fundraising campaign: the \$1-billion ***Because This is Auburn - A Campaign for Auburn University***. The university announced it reached this goal more than a year earlier than projected...and Auburn was the first university in the state to raise \$1-billion.

Along the way, **Alexander Haas** was proud to provide campaign counsel to the university.

"Auburn leaders rolled up their sleeves and did everything needed to make this goal a reality," said **Arthur Criscillis**, Managing Partner of Alexander Haas. "We are as proud of this accomplishment as they are. Auburn's determination and doggedness pushed our own commitment to help transform institutions," he adds.

"Alexander Haas doesn't suggest or impose a cookie cutter approach. They take the time to get to know the institution," says **Jane DiFolco Parker**, vice president for development and president of the **Auburn University Foundation**.

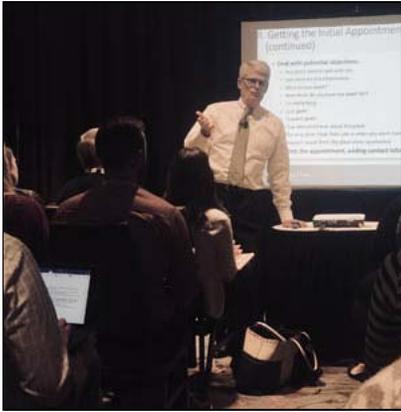
We think this is an important story to tell; but why not hear it from the ones who reached for the top, and made it in record time. We hope you will take a few moments and listen to Jane DiFolco Parker tell this story...



[Because This Is Auburn...](#)

Alexander Haas Teaches Art of Fundraising at CASE District III Annual Conference

Alexander Haas was the presenting sponsor for the **Council for Advancement and Support of Education (CASE) District III Annual Conference** in Atlanta, Georgia last week. Two of the firm's partners were among the experts leading educational sessions.



Arthur Criscillis, Managing Partner, spoke to a standing room only crowd at a breakout session entitled, "**The Art of the Ask.**" The two-part session addressed the key elements of working with individual prospects, from getting the first appointment, developing the strategy and soliciting the gift, to handling objections and closing.



John Taylor, Partner, addressed participants on what motivates donors to contribute during a lively presentation entitled, "**Why Should We Give to Them Again - Or At All?**" As the fundraising world is becoming increasingly competitive, Taylor urged universities to be intentional about providing meaningful recognition events, student stories, and detailed impact statements for donors.

Alexander Haas is proud of our more than 20 years association with the CASE District III Annual Conference.

A graphic advertisement with a dark background and a close-up of a hand holding a pen. The text reads: "Successful Campaigns Require Planning ARE YOU READY? Take Our CAMPAIGN READINESS Assessment". At the bottom is the Alexander-Haas logo with the tagline "TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES".

About That Bumpy Ride...Don't Panic

Last month, Alexander Haas President & CEO **David King** wrote in this very newsletter that the new tax laws, put in place in January, would no doubt have some effect on philanthropic giving. He cautioned then that the next few months could get bumpy for fundraisers.

This month, **The Chronicle of Philanthropy** turned to David when reporting on new bumpy challenges for the philanthropy community....the Dow Jones decline. On February 5th, the Dow experienced its worst point drop in history. On February 8th, investors saw the second-worst point drop.

First tax rules, now the stock market...smells a lot like the Great Depression of 2008, which punched giving squarely in the gut.



from the article

"When we see a drop in the Dow, we flash back to the fall of 2008 and think the sky is falling," says **David King, chief executive of Alexander Haas**, a fundraising consulting company in Atlanta.

But experts say the Chicken Littles should chill - at least for now. A market crash is defined as an abrupt decline of 20 percent or more in value, as in 2008. So far, stock values have declined by no more than 10 percent compared with the year's high, far from crash territory.

"We saw organizations stop capital campaigns in 2009. But that's not where we are now," King says.

[Go here to read the article \(subscription may be required\)...](#)

We'd Like You to Know....

Our Transforming Fundraising Services

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transforming Services.

[Jump!](#)

Transforming Institutions

Welcome New Client Partner



The University of Mississippi Medical Center is a new Client Partner. We have been retained to provide a day of Training for development officers.

[Take a look at our past and present Higher Education Client Partners.](#)



Piedmont Place
3520 Piedmont Road NE Suite 300
Atlanta GA 30305-1512
(404) 832-9200 info@fundraisingcounsel.com



This email was sent to: gingerchakalall@me.com

This email was sent by: Alexander Haas
Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)