

# Helping Hand

A Fundraising Newsletter to Help Those  
Who Help Others

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

## First Things First



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



from the roving desk of  
**Arthur L. Criscillis, Ed.D.** | Managing Partner

## Boosting Morale is Simple...But Not Easy

In every organization, people are undoubtedly the most important resource. The energy of a happy, healthy work environment can serve as a great recruitment and retention tool, as well as improve overall productivity and creativity. Conversely, low morale can zap the energy and productivity out of a team.

In the world of advancement, we often face work environments where employee morale is low for a myriad of reasons. There has been no shortage of challenging and difficult events affecting charities.

These scenarios can understandably create stress and uncertainty including closures, mergers, and personnel cuts. And those are but a few examples, which point to the many ways those of us in advancement can be dealt in the complex and challenging environment in which to do our work.

In an important and timely article in *Advancement Weekly* on boosting morale when times are challenging, several tips are offered to leaders working with a team or office environment experiencing low morale: be direct, rebuild trust, and inspire others. And works for all kinds of organizations.

[Read more here...](#)

## Healthcare Giving Evolving Away from Hospitals

The healthcare industry is changing dramatically. Traditionally, funds were raised to build large hospital buildings, acquire specialized equipment, and ensure proper and enhanced staffing with the expectation that everyone would eventually come to the hospital to receive care. With rapidly emerging technology, increased access, and sweeping changes to healthcare costs reimbursement models, healthcare institutions recognize they must



adapt quickly or be left behind.

### ***Increasing Access Points***

Large hospitals are no longer the only access point for patients to receive medical care. Technology has advanced to the point where patients can now receive medical consultation via text, patient portals, or video chats. In addition, many institutions are now being rewarded through grants for keeping people out of the hospital.

[Read more here...](#)

Successful Campaigns Require Planning  
**ARE YOU READY?**  
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CAMPAIGN READINESS  
Assessment  
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### **Listen and *Learn*....**



#### **The Culture of Philanthropy**

Former Pastor of First Presbyterian Church of Atlanta, **George Wirth** joins Alexander Haas President & CEO David King on this edition of *Futures in Fundraising*.

Wirth and King discuss the culture of philanthropy within faith-based organizations and the pastors' role for casting the vision for fundraising.

[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...

### Team Member Spotlight: Heather Pennington

Meet **Heather Pennington!** As Project Coordinator, Heather supports each aspect of client projects and ensures that communication flows between Partners and clients. She also provides administrative support for firm projects and tasks associated with client services, non-client tasks, and professional activities.

In this Team Member Spotlight, Heather shares what brought her to Alexander Haas as a millennial, who she's been most inspired by at the firm and what trends she expects to see in giving in the coming years.



## Transforming Institutions



**Atlanta Track Club** is a returning Client Partner. We are thrilled to continue our partnership.



**Eternal World Television Network** in Irondale, AL is a continuing Client Partner. This client has extended our consulting relationship.

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, organizations that help make our country a better place to live.

[See our comprehensive list of client partners...](#)

### ***Our Transformational Services***

Alexander Haas offers a wide range of fundraising consulting services for organizations of all sizes. Our priority is to help transform institutions that transform lives. Whether you are readying for a capital campaign or need to assess your annual fund, our services are tailored to each individual client.

[What can we help you with?](#)



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