

RISE

Results in Independent Schools E-newsletter
Shining a Light on Fundraising

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



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

Casting Vision for Fundraising Success

Before Jack Welch retired, he was quoted as saying, "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion." The start of a New Year is the perfect opportunity for nonprofit leaders to vision cast (or recast) for their staff, volunteers, and donors. Without a vision for where you're headed, your philanthropic goals are likely to go out the window with your New Year's resolutions ... sometime in late March.

Casting vision for your nonprofit can be tricky. Your staff, board, and volunteers believe in the mission but can get burnt out from the day-to-day challenges of serving with a nonprofit.

Show Gratitude

The New Year is a great opportunity to remind each of your board members what you appreciate about the unique gifts they bring to the table-and not just the financial ones. Whether it's their organizational skills, relational skills, financial prowess, or technological proficiency, each of your board members was brought on for a specific reason.

The same goes for your staff and other volunteers. They are likely going above and beyond because they believe in the mission of your organization. Yet, they are probably being given very few resources to make everything happen. That can be the exhausting reality in the nonprofit world. Simple gifts, handwritten thank you notes, or a festive party that they don't have to organize or clean up after, can go a long way in boosting morale, reconnecting the team, and demonstrate your gratitude.

Paint a Bigger Picture

People give to charities for emotional reasons, not rational ones. But even the most

devoted donors can lose sight of the reasons they choose your organization over another.

[Read more here...](#)



The Power of the Nudge

Here at the beginning of the first quarter of the year, nonprofits across the spectrum are analyzing the results of year-end giving campaigns, looking for the trends that will help set priorities and metrics for the upcoming year. A recent online article on behavioral economics may provide a new perspective. An article in the online quarterly magazine, the *Stanford Social Innovation Review*, explains the science behind behavioral economics for insight into whether people are giving or not giving to charity and how to "nudge" donors toward giving more.

The authors describe how the science can "help facilitate donations, whether impulsive-quick gifts involving little analysis but rapid and positive emotional feedback-or deliberate -thoughtful contributions that resist the temptation of fast, feel-good donor experiences and more deeply account for the recipients of the aid and its results."

[Read more about the science here...](#)

Listen and Learn....



What Donors Really Want

Margaret Venable and **David Elrod** of **Dalton State College** join Alexander Haas President and CEO David King to discuss the importance of achieving HSI (Hispanic Serving Institution) status and how fostering student engagement on campus builds university ambassadors for the future.

Plus, Margaret and David share their thoughts on tuition costs, managing large donor gifts, and how to personalize donor communications.

[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.

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We have fundraising solutions.

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We'd Like You to Know...

Our Transformational *Fundraising* Services

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

[Jump!](#)

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, independent schools that help transform our nations adolescents into our next leaders.

[Our Independent School Client Partners.](#)

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