



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...](#)

You Should Know....

Worried About a 2019 Recession: Publication asks David King for Insight

Because recession warnings are routinely flashing, *The Chronicle of Philanthropy* recently published articles about the possibility, if nonprofits should worry and things charities should be doing regardless.

The Chronicle reached out to Alexander Haas President & CEO **David King** who offers a few suggestions as to what groups can do even now, when the wolf seems to be at the door.



"Identify what economic conditions affect your donor. David King, head of the Alexander Haas fundraising consultancy, says organizations sometimes worry over "the economy with a capital 'E' " - the global or national economic outlook. He advises instead to "go micro" and look at how key industries or regions are faring.

[Read more about it here.](#)

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TODAY**

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Listen and Learn....

Need to Start a Fundraising Campaign?

Your nonprofit needs to start a fundraising campaign. Now what? Alexander Haas President & CEO, **David King** joins Laddering Works' Cynthia Hayes to explain the steps for selecting fundraising counsel. From initial interviews to RFP's to finding the right culture fit, David points out key factors to take into consideration.



Are You Listening to Our Podcasts?



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)**.

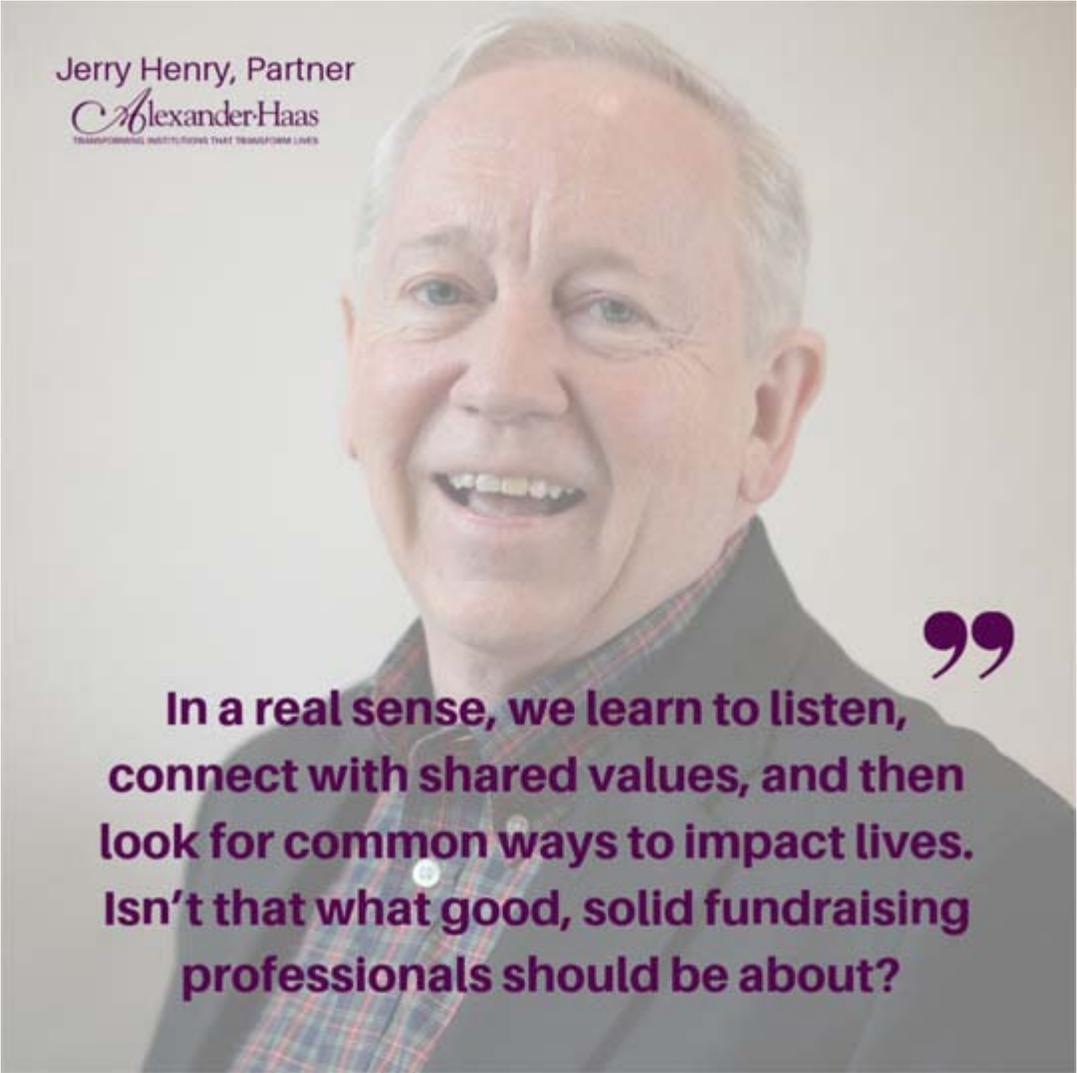
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We'd Like You to Know...

Jerry Henry, Partner

Alexander·Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES



”
**In a real sense, we learn to listen,
connect with shared values, and then
look for common ways to impact lives.
Isn't that what good, solid fundraising
professionals should be about?**

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, 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?](#)

Alexander·Haas

TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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