

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

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 Criscillis** | Managing Partner

## 4 Keys to Driving Bigger Gifts

I am always interested in seeing the results of the **US Trust Study of High Net Worth Philanthropy** and, more specifically, the reasons those being surveyed cite for making a gift.

The top four reasons:

1. Belief in the mission of the organization.
2. Belief my gift can make a difference.
3. Personal satisfaction.
4. Giving to the same organization each year.

All of these reasons point to a few key points.

**First, your organization must have, as its focus, an area that resonates with the donor.** That is, to a very large degree, outside of your control, but do donors and potential donors fully understand your mission? Reinforcing that mission, why it's important and how it's different from other like organizations is critical to gaining and retaining donors' dollars. Stay top of mind through communication efforts that highlight your mission.

**It is incumbent to determine, define and detail how a gift makes a difference-what is the impact?** When we make a case for a funding opportunity, we must always articulate-specifically-how that gift makes a difference.

[But there's more....](#)

## Let's Meet in Phoenix

### Alexander Haas at AAM Annual Meeting

Registration is open for the **2018 The American Alliance of Museums Annual Meeting & MuseumExpo**. This year will be held in Phoenix, AZ, a city rich with art and culture. Each year, attendees discuss critical issues that are facing the arts and our communities ... and learn more ways to act on them. Phoenix embodies the very definition of convergence - where an unmatched desert character meets big-city sophistication.



Alexander Haas Partner **Sandra Kidd**, who leads the firm's **Museum Services Team**, looks forward to seeing you at this year's conference set for May 6-9!

Among the issues to be explored at this year's conference:

- How do we build gateways for understanding?
- Who comes to museums?
- How can we ensure that our museums are welcoming places?
- How do we strengthen our museums' roles in our communities?

### American Alliance of Museums 2017 Annual Meeting and MuseumExpo

May 6-9, 2018

Phoenix Convention Center

[Go here to learn more..](#)

## Great News

### Springfield Art Museum Earns AAM Accreditation

The **Springfield Art Museum** (Springfield, MO), a Client Partner of Alexander Haas, has achieved accreditation by the **American Alliance**

of Museums (AAM), the highest national recognition afforded the nation's museums. Accreditation signifies excellence to the museum community, to governments, funders, outside agencies, and to the museum-going public.

AAM accreditation brings national recognition to a museum for its commitment to excellence, accountability, high professional standards and continued institutional improvement. Only a select number of museums ever achieve this distinction.

The Art Study Club, started by a small group of women in 1926, bloomed into the **Springfield Art Museum**. The Museum is the city's oldest cultural institution began 90 years ago and remains focused on the legacy of art appreciation, preservation and education that began with the vision and dedication of that special group of women.

Celebrating its 90th anniversary, the Springfield Art Museum continues to honor the legacy of the Art Study Group by expanding community outreach and introducing people of all ages to the beauty, wonder and imagination of art.



We are proud that our Client Partner has earned its AAM accreditation.

## Listen & Learn...

### Sandra Kidd Talks Fundraising



In addition to her work with our Museum clients, Alexander Haas Partner **Sandra Kidd** often finds herself on the speakers' circuit, conducting workshops and sharing her expertise to a variety of groups with an interest in philanthropy.

Sandra gave a workshop in February at **Venture Forward Now** in Chattanooga TN about *Blending Major Gifts and Planned Gifts for Successful Asks*.

Sandra was also the luncheon Speaker at the February meeting of the **Association of Fundraising Professionals, Southeastern Chapter**. She shared a look at what lies ahead for nonprofits in fundraising, volunteerism, and advocacy support, from tax reform to working with 20-somethings to 70-somethings.

Are you interested in having Sandra speak to your group?

[Email her here.](#)

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

### Transforming Institutions

We are proud of our long history of providing fundraising consulting services to museums across the country.

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!](#)



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