

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

David King, President & CEO of Alexander Haas, has been named a participating member of the **Forbes NonProfit Council**. Forbes Nonprofit Council is an invitation-only organization for senior-level executives in successful nonprofit organizations. *The below article first appeared on the Council's website.*

5 Ways Perfection is Killing Your Fundraising Progress

Recently, I was given a piece of business advice that has stuck in my head: "Perfection is the enemy of progress."

This statement sounds odd at first, as many of us think of perfection as the goal. After all, each of us wants to be the best, right? Yet, as I roll it over in my head, I realize there is profound wisdom in that simple statement.

Because I have spent nearly 30 years as a nonprofit fundraising consultant, this statement got me thinking about how perfection sabotages the efforts of the people around me - those in nonprofit development roles. There are five ways that I see the pursuit of perfection hold clients back in their fundraising progress.

- 1. Perfection Consumes Time:** Time is one of the most valuable resources we have. Yet, I repeatedly see clients spending hours and hours going through a myriad of edits to their case statement, re-editing their own edits and striving for perfection. It's as if they believe getting the perfect words on paper will be the tipping point between their success and failure. While editing and proofreading are important, at some point you must put down the red editing pen, stop talking about it and start moving forward with your campaign.
- 2. Perfection Feeds Procrastination:** Another prevalent example of the cost of perfection is perpetual donor cultivation. This often manifests itself as the

development officer who never gets around to the solicitation of donors because they are always looking for the perfect time, the perfect project, the perfect team, the perfect economy, the perfect naming opportunity - the perfect whatever. The reality is, perfection rarely comes. So, a development officer waiting for the perfect set of circumstances to make an ask never makes the ask. Instead, they end up stuck working on a perpetual cycle of cultivation steps.

- 3. Perfection Forgets Fundamentals:** There are some very real opportunity costs associated with a development officer who's stuck in a cycle of seeking perfection. Most obvious is that, when they don't solicit the donor, the donor probably won't give a gift. This is a fundamental principle that development officers often lose sight of. The loss of contributed income to the organization is real when you're not actively engaged in soliciting donors.

[Continue it here...](#)

Best of the Web:

Social Media and Nonprofits

The recently published **2018 Global NGO Technology Report** includes a survey of more than 5,300 NGOs across 164 countries. In its third year of publication, the report reveals how organizations - large and small - use multi-channel communications ranging from websites, email, online fundraising, social media, and mobile technology like smartphones and tablets.

The top take-away?

A full 95% of the organizations believe social media is effective in raising awareness for their nonprofit organizations, but only 32% say they have put a social media strategy in place! This finding clearly marks failed opportunities

for non-profits to earn a place in the win column, especially when it comes to marketing strategy and donor visibility.

The Global NGO Technology Report complements the **Global Trends in Giving Report**. Both reports come from Nonprofit Tech for Good; check out their website and other reporting data [here](#).





Listen and *Learn*....

On Board and Organizational Governance: Insights from AGB President

David King, Alexander Haas President & CEO, speaks with **Rick Legon**, President of the Association of Governing Boards, which was founded to educate board trustees and presidents of primarily colleges and universities on their fiduciary responsibilities.

Whether you serve on the board of an independent school, a college, or a community organization, best practices in governance share many of the same ideas: leadership takes work.

One concept Legon discusses the concept of "consequential governance": Do you ask the questions that truly matter to the future of your school? To engage in the real work of the school requires critical thinking and the willingness to ask the hard questions about the issues facing your arts organization now and into the future.

[Have a listen....](#)



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.

Proud to have been a part of it....

"There's a strong sense of integrity and authenticity about the firm and I really wanted that."

What are organizations looking for when choosing fundraising counsel? We recently sat down with Auburn University's **Jane DiFolco Parker**, vice president for development and president of the Auburn University Foundation and talked. In addition to talking about their recently completed fundraising campaign, Jane spoke about the qualities Auburn was looking for when choosing fundraising counsel for the university's first \$1-billion comprehensive campaign.



[Thanks Jane, it was indeed an honor.](#)

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.

[Take a look at our past and present *Independent School Client Partners.*](#)



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