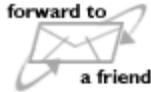


Museum Results

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



from the desk of
Sandra K. Kidd | Partner

Why I Give: The Personal History of a Citizen Historian

Data collected by the [Humanities Indicators Project](#) of the **American Academy of Arts and Sciences** shows that current public funding for the humanities through the **National Endowment for the Humanities** and state humanities councils approaches \$175-million. At the same time, [Giving USA](#) reports that private funding for the arts - from individuals, foundations, and corporations - is more than \$17-billion. You don't have to be a math major to figure out that public funding for arts and humanities is a tiny fraction of overall support to our arts and cultural organizations - and that private giving is what truly supports the arts.

I could stop here and talk about what's wrong about arts, culture and humanities public funding in America, starting with the fact that it represents less than \$2 per capita per year.

But, I would rather talk about what's right with private funding - why generous people support our museums and libraries and theatres and music halls, and what leads them to give and give, and then give some more.

Investor **Sid Lapidus** has long supported scholarly research and use of collections to help us understand our early American history. At a talk to the January 2018 **American Historical Association** annual meeting, Mr. Lapidus provided a personal look at how he came to philanthropy, and how his interest as a collector led to his support of research and scholarship.

"I became a collector just by chance. I graduated from Princeton in 1959, and two months later I bought my first rare book! While peering through a London bookseller's dusty window, I noticed a 1792 edition of Tom Paine's *Rights of Man*. Paine had been my neighbor in New Rochelle, NY. I passed his homestead daily going to and from New Rochelle High School. Since the price of the Paine pamphlet was less than \$5, (and that was about all I could afford at that time) I bought it. My

collecting career had started.

"To be a serious collector, one has to have at least the following three attributes:

[The best is here....](#)

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 museums and 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..](#)

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 a museum, 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 museum? To engage in the real work of the institution requires critical thinking and the willingness to ask the hard questions about the issues facing your museum 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.

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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