

# Encore

A Spotlight on Philanthropy in the  
Performing Arts

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



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

## 7 Sins That Kill Your Fundraising

Try as we might to always do the right thing, we are all sinners. In our everyday life, it might be as simple as sneaking a grape in the fruit department at the grocery, or exaggerating the size of a fish you caught; not admitting to eating the last cookie or not coming to a full stop at a stop sign.

Those may be small infractions that won't amount to much in the long run; however, the sins you commit in your fundraising endeavors could mean the difference between fulfilling your mission or shutting off the lights.

Here are seven sins we don't want you to commit.

### **1. Asking for money before engaging the donor.**

Engage in a sincere and meaningful conversation with your top donors before asking for anything. Remember that asking for a gift is only one step in the "development process" and it usually is not the first step. You need to "develop" the relationship first and find the shared goals of your organization and the prospective donor.

### **2. Treating all donors the same.**

You may not like it, but not all donors are the same. Small donors are perfectly comfortable responding to a snail mail or email request. Major donors require major investments of time and energy and a personal relationship and request.

### **3. Thinking that donors to other organizations will not give to you.**

People give wherever they feel they can have an impact and most donors contribute to five or more organizations. Even a donor who is supporting organizations completely unrelated to the arts, doesn't mean that that donor do not see the worth and impact your organization has on the community and in turn want to support you as well.

[4 more here...](#)



## The Day After *The Day*

Our mission at Alexander Haas is to help clients develop fully functioning Development Offices. This includes having an Event Strategy in place. Much of our work involves strengthening the ability of our clients so they can secure major gifts. A recent article written by **Brooke Battle**, founder of SWELL Fundraising, *5 Signs You Are Throwing a Party Instead of a Fundraiser*, highlights the importance Events play in this process.

One of our clients recently hosted an Event that marked its 10-year anniversary—quite a run for a single event. This same client is currently involved in a major Capital Campaign—the biggest in the organization's history. In fact, at completion of this year's Campaign, the organization should be prepared to move onto a national and international stage.

As usual the Monday after the Event, our consultant followed up with the development team. Typically, this is a hectic day. It's also the day when a collective sigh of relief resonates throughout the team. I was told the Event was a great success: goals were surpassed; more attendees participated than ever before, and for the first time in 10 years, registration went smoothly!

Then when asked the question consultants are paid to ask: "How many new donors did you identify?"

[Crickets.....](#)

Are you ready to **SECURE**  
the **GIFT?**

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## Listen and *Learn*....



### Insights for Board Enhancements

**Anthony Rodriguez** is Co-Founder & Producing Artistic Director of **Aurora Theatre**, in Lawrenceville, GA. Among other fundraising challenges, the Theatre moved locations in 2007. Thanks in part to their strong community/donor relationships, the Theatre has continued to grow and expand. In this episode of the podcast, Anthony talks with Alexander Haas President and CEO, **David King** about how they've built such a strong community foundation and shares tips for arts fundraising.

[Click here to watch.](#)



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

### **Transforming *Institutions***

We are proud of our long history of providing fundraising consulting services to performing arts organizations. [Check out our past and present clients here.](#)

### **Face It: Arts Organizations are Different Our Transformational *Fundraising Services***

**Alexander Haas** serves a cross section of performing arts organizations throughout the country. We specialize (and delight in) what makes you distinctive. As an arts institution, you have different needs at different times. We can help you create real results.

[Read all about them...](#)

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