

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 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 museum has on the community and in turn want to support your organization as well.

[4 more here...](#)

Count Down to the Big Easy! Alexander Haas at AAM Annual Meeting



Registration is still open for **The American Alliance of Museums Annual 2019 Annual Meeting & MuseumExpo**. Meet us in New Orleans; a city bursting at the seams with beignets, bourbon, crawfish, and culture...not to mention the art on every street corner.

The theme for the 2019 conference is **Sustaining Vibrant Museums**, which is at the heart of every effective museum fundraising program.

Alexander Haas' new Managing Partner for Museums & Performing Arts, **Carl Hamm**, and Senior Partner, **Sandra Kidd**, look forward to seeing you at this year's conference set for **May 19-22** at the **New Orleans Marriott and Convention Center**.

Alexander Haas Panel Participation

May 20 | 3:30PM - 4:30PM | Room 244

Carl Hamm, Panelist

75 Ideas in 60 Minutes: Sustain and Excel!

In a lively game show format, this fast-paced session will feature two teams, one led by **Carl Hamm** and one by **Kathleen Spiess**, from The Morton Arboretum. The teams will compete to present ideas to energize development and membership programs in museums of any size.

[Time is Ticking...go here to learn more.](#)

YOU HAVE UNIQUE CHALLENGES.

We have fundraising solutions.

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TODAY**

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Listen and *Learn*....

Accountability and Culture Building

Whether you're an art museum or hospital, the speed at which things change in this super-charged age, means that organizations have to continually work to keep up. Keeping up, and keeping donors up, is as important as reaching fundraising goals.

On this episode of **Futures in Fundraising**, **Daniel Bozard**, Louisiana State University Foundation Vice President of Development joins Alexander Haas President and CEO, **David King** to talk metrics,



accountability and culture building. How can museums track success? How have recent tax changes impacted giving? Listen in for helpful

insights!

[Click here to listen.](#)



[Our library of podcasts is here....](#)

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

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, cultural organizations that help make our country a better place to live.

[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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