

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

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. Just because someone with ties to your organization is giving to other organizations, it doesn't mean that they won't make your school a priority, especially if they are a current parent, grandparent or alum.

[4 more here...](#)



It's All About Data Security - Or Lack Of

In the span of just one month, we have learned of two massive data security breaches at Starwood and Quora affecting 600,000,000 or more individuals - many of whom are own staff members.

Are you next? Based on our visits to client sites around the country, you are probably in decent shape as long as your data is under your control. FERPA, HIPAA, PCI DSS, etc. have been around long enough that we have had the lid clamped down

tightly when it comes to our own internal systems.

But what happens when "your" data is no longer under your control? As more institutions evaluate SaaS and PaaS solutions for their advancement CRM and related fundraising activities, we must acknowledge that we are not always going to be in control of our precious data assets. We must rely on others to ensure our data are properly safeguarded when entrusted in their care.

The good news is that every primary SaaS or PaaS product in play for our use these days are very public regarding what measures they have taken to protect data. And our own internal security experts very likely have requirements we must check on before acquiring such a solution. Stanford University, like many others, has a website devoted to this topic.

[But What Should We Look For? Go Here....](#)

Listen & Learn



From *Volunteer* to Development Director

One school, one mission, one campus. That vision inspired **Natasha Lebowitz** to accept a position on the board for the **Atlanta Jewish Academy**. But what started as a volunteer position, moved into full-time dedication when Natasha became Development Director for the school. In this podcast, she and Alexander Haas CEO, David King, talk about that transition, how Natasha's mentor inspired her to reach for more in the fundraising field, and share tips for others looking to develop their career.

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We have fundraising solutions.

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We'd Like You to Know...

Our Transforming Fundraising Services

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transforming Services.

[Jump!](#)

Transforming Institutions

Welcome Returning Client Partner



Riverside Military Academy in Gainesville, GA is a returning Client Partner. Excited to be working with this institution again.

[Our Independent School Client Partners.](#)

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