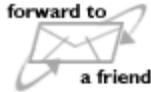


# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



May 16, 2019  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the desk of  
**Carl G. Hamm** | Managing Partner

## Building a Sustainable, Donor-Focused Development Program

Ask ten development officers, directors, and board members to define the term Development and you'll get 30 different answers, like "fundraising," "generating revenue" or "that department that asks for money." Yes, but these only scratch the surface of a complex process that can move an organization from constant financial struggle to a place of stability and aspiration.

The **Association of Fundraising Professionals** defines development as "the total process by which an organization increases public understanding of its mission and acquires financial support for its programs." But how about this more donor-focused alternative?

*Development is a process through which an organization's donors and prospective donors are encouraged to participate financially in its mission, through a system that both maximizes the organization's internal capacity to deliver that mission and its donors' capacity for giving, both today and in the future.*

What could we take from this? Here are a few thoughts to consider reinforcing in your program:

### **Don't Forget the "Why"**

Philanthropy is too often reduced to a number on a spreadsheet, more focused on the "how much" than the "why." It may sound basic, but understanding your organization's relevance and communicating it effectively is the first step in building a strong development program. Not just the lofty statement from a board retreat, but the real-world story of why your organization and its programs matter.

### **Be in it for the Long Term**

All organizations experience financial droughts or windfalls, but a sustainable program that survives these ups-and-downs is built on continuously cultivating and stewarding donors who will deepen their institutional relationship and give more

generously over time.

Fundraising is often compared to running a race, with everyone striving to reach the finish line of an annual budget or campaign goal. But a best-practices development program is more like running on a treadmill, preparing for the annual fund sprints and campaign marathons that come along.

Apart from the short-term gratification of reaching arbitrary goals, there can be great satisfaction in the daily work of building deep, lifelong relationships with your donors while reinforcing their commitment to your mission, celebrating the journey along the way through their gifts and those likely to come.

### **Both Today and in the Future**

A strong annual giving program based on major gifts is the cornerstone on which a mature development program should be built. Planned gifts are important to securing an organization's legacy, but a successful planned giving program relies on an informed, committed constituency motivated to support the organization both during and after their lifetimes.

Donors who understand and are passionate about your work in the here-and-now are most likely to want for their support to continue. Remember that it is often the quiet, unassuming donor whose small but faithful annual gifts mask the depth of their commitment, which they immortalize through a transformative legacy bequest.

A culture of gratitude for all gifts, regardless of size, will reap tremendous benefits, both today and in the future.

As programming and budgets continue to grow and those of us responsible for philanthropic revenue face increasing pressure to produce, it is easy to be drawn into new initiatives that take our attention away from stewarding our donors. By reinforcing the importance of your institution's mission, and facilitating opportunities for donors to support it, you are laying the groundwork for those who will benefit from your organization for generations to come. Plus, you'll be leaving a sustainable, donor-focused development program for the lucky person who inherits your seat someday.

## **It's Time for the Big Easy! Alexander Haas at the AAM Annual Meeting**



We are packed and ready 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.](#)



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**ARE YOU READY**  
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*Representing*

**Carl Hamm Takes Root in Texas**

**Carl Hamm**, Managing Partner for Museums and Performing Arts at Alexander Haas, was named to the **Texas Association of Museums (TAM)** Board of Directors, as a Councilor-At-Large.

We are also honored to announce that Carl will be the keynote speaker at the third annual **TAM Development Conference**, August 19-20 in Dallas. In addition, he will lead a session on **Ethics in Fundraising** at the conference.



[For additional information about the Conference, please go here...](#)

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

**Transforming Institutions**

Welcome New Client Partner



INTERNATIONAL PHOTOGRAPHY  
HALL OF FAME AND MUSEUM

**International Photography Hall of Fame and Museum** in St. Louis is a new Client Partner. We are excited to begin work with this museum.

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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