

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

We Are Community: A Conversation About Community Engagement Curators

As I head for Phoenix for AAM 2018, the annual meeting of the **American Alliance of Museums** (May 6-9), I have been exploring what people will be talking about at this year's conference.

One topic that caught my eye and captured my imagination was the subject of community engagement curators (CECs). An increasing number of museums and cultural centers are adding CECs to their staffs to build two-way conversations about how to make our work more relevant to our neighbors and to give them a voice in what we do within and outside the museum walls.

With tight budgets and a long and ever-growing list of good ideas, it is tempting to think that we can cover community engagement in episodic ways - by having days for specific audiences, encouraging the use of social media (Instagram anyone?), and promoting partnerships with schools and leadership organizations.

The challenge is to sustain and broaden this engagement and help it thrive. While, yes, this is everyone's job, putting someone on point means that you are serious about the need to innovate community-based programs, involve people beyond your "inner circle" in program development, and

[and..keep reading....](#)

It's Time for AAM!

Time for the **2018 The American Alliance of Museums Annual 2018 Annual Meeting & MuseumExpo**. We are on our way to Phoenix, AZ, a city rich with art and culture and looking forward to discussing critical issues that are facing museums and communities ... and learn more ways to act on them.

Alexander Haas Partner **Sandra Kidd**, who leads the firm's **Museum Services Team**, looks forward to seeing you at this year's conference!



A Great Way to Thank Military Families

Are you registered for **Blue Star Museums 2018**? This is the 9th year of the program that encourages museums to offer free admission to the nation's active duty military and their families, from Memorial Day weekend through Labor Day. This is a wonderful opportunity to express appreciation for the commitment and sacrifice of the military community. It's also a great way to nurture future museum lovers and

expand your audience.

The program is focused on museums: fine art museums, science museums, music museums, nature centers and children's museums. Last year, 2000 museums participated welcoming more than 900,000 military personnel and their families during the summer of 2017. To sign up go [here](#).

Best of the Web: Industry Trends

One of the challenges facing development leadership today is the retention of key staff members. Turnover in development is high. In fact, some would argue it is an unprecedented high. A culture of numbers - dollars, donors, visits, solicitations, etc. - has become the norm and now seems to dominate many of the manager/staff interactions.

Technology has fostered and facilitated this philosophy, which tracks every possible activity value. In many ways, this has made our industry more disciplined - something that can be viewed as being positive. But there's a backlash brewing.

We frequently hear from high performing staff members saying their managers do not care to hear anything but statistics. These individuals, who were originally hired for their ability to close gifts and form strong and lasting relationships in addition to raising funds for the organization, are left wondering if their abilities really matter.



[Here's timely insight for leading a team...](#)

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Listen & Learn....

Accountability and Culture Building

Are you building a fundraising culture that emphasizes metrics that matter and helps your team raise more money? Whether you're an art museum or hospital, ballet or history center, 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 institutions track success? How have recent tax changes impacted giving? Listen in for helpful insights!



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.

[Listen up this is good stuff....](#)

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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