



First Things First



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www.fundraisingcounsel.com



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

Insights Don't Come from Confidential Studies

Allow me to propose a scenario. Imagine you make widgets and are considering launching a new widget. Before you go to market, you would like to know if your customers will buy the new widget. A consultant comes to you and says that for several thousand dollars, they will go out and talk with your top 30 customers about the new widget. The consultant will get feedback on what they like and don't like about the new widget and find out if they would buy the new widget, how many widgets they would likely buy and if there is anything you could do that would influence them to buy an even larger quantity of widgets. The consultant will also ask them what they like and don't like about your business, your other widgets and how you treat them as customers.

After the interviews are completed, the consultant will tell you if you should launch your new widget and how many widgets you are likely to sell. That would be really valuable information to have before you start making the new widget, right?

But there is a catch...

Giving in 2017 \$410.02 Billion

Giving USA 2018: The Annual Report on Philanthropy for the Year 2017, was released on June 12th, marking another high point for American philanthropy. **For the first time, giving exceeded \$400 billion in a single year, increasing 5.2% at \$410.02 billion** (3.0% adjusted for inflation) over the revised total of \$389.64 billion contributed in 2016.

Selected Highlights

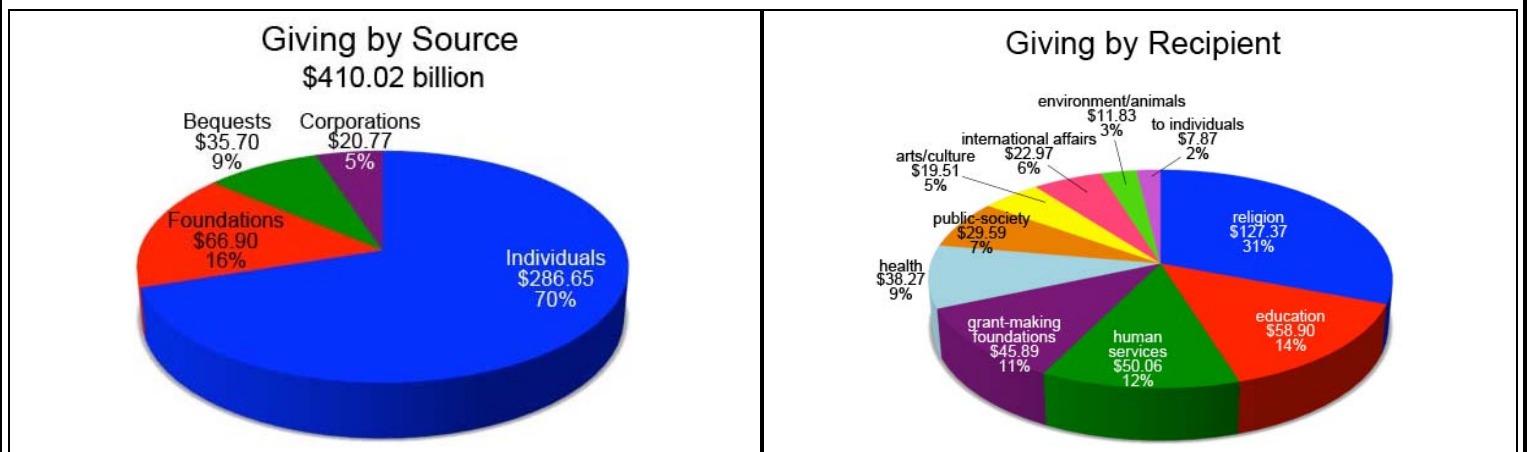
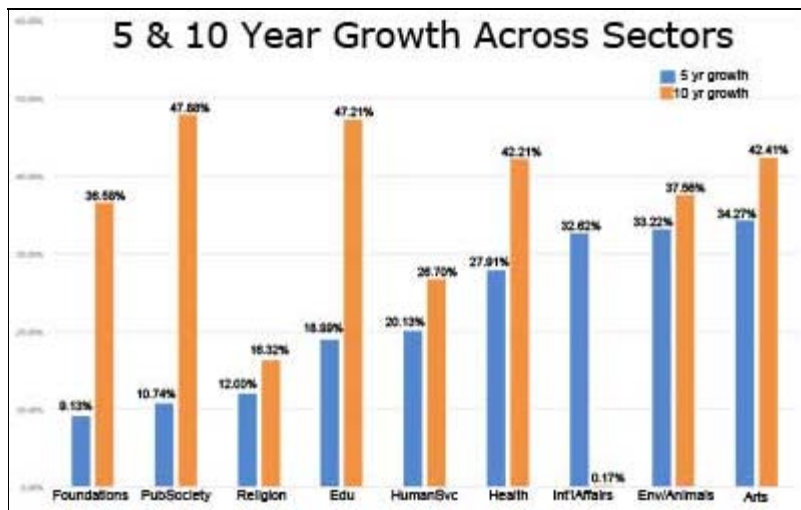
- Giving to **foundations** saw the largest growth in charitable contributions, increasing 15.5 percent, based on data provided by the Foundation Center.
- Giving to **eight of the nine major types of recipient organizations increased in 2017**. The exception was giving to **international affairs** organizations, which declined after several years of steady growth.

However, giving to this subsector still reached its third-highest level ever recorded.

- Seven of the nine types of recipient **organizations experienced growth of 5 percent or more.**

Additional Statistics for Helping Hand Sectors

- Giving to **religion** increased 2.9 percent (0.7 percent adjusted for inflation), receiving an estimated \$127.37 billion in contributions.
- Giving to **human services** increased by an estimated 5.1 percent (2.9 percent adjusted for inflation) totaling \$50.06 billion.
- Giving to **health organizations** is estimated to have increased by 7.3 percent (5.1 percent adjusted for inflation) to \$38.27 billion.
- Giving to **public-society benefit** organizations increased an estimated 7.8 percent (5.5 percent adjusted for inflation) to \$29.59 billion.
- Giving to **international affairs** is estimated to have declined 4.4 percent (6.4 percent adjusted for inflation) to \$22.97 billion.
- Giving to **environment and animal organizations** is estimated to have increased 7.2 percent (5.0 percent adjusted for inflation) to \$11.83 billion.



More information from the *Giving USA 2018* report can be found [here](#).

The GUSA Data Breakdown Are You Listening to Our Podcast?

NonprofitNews.com thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising #4** on a list of **8 Podcasts for Nonprofit Founders (in 2018)** [sic].

8

Podcasts for Nonprofit Founders (In 2018)



And there is no better time to check out what the praise is all about with this edition that features our President & CEO, **David King** as he breaks down the numbers in the newly released **Giving USA 2018**. [Take a listen.](#)



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TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES



Best of the Web:

Should You Ask Your *Employees* to Give

"One day someone is going to have to explain to me, slowly, how and why employees of a university are supposed to donate to said university."

That question, in response to a provocative blog, could apply to any nonprofit that conducts an employee giving campaign.

Our response is simple: Employees of a charitable organization are NOT expected to donate to it, but this doesn't mean they should not be invited to do so. Certainly, there should be no pressure to

give and no shame in not giving.

Have you read [John Warner's blog](#) on *Inside Higher Ed*? While his piece offers one perspective, ours is very different.

[Here's our perspective...](#)

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

[See our comprehensive list of client partners...](#)

Our Transformational Services

Alexander Haas offers a wide range of fundraising consulting services for organizations of all sizes. Our priority is to help transform institutions that transform lives. Whether you are readying for a capital campaign or need to assess your annual fund, our services are tailored to each individual client.

[What can we help you with?](#)



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