

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

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...

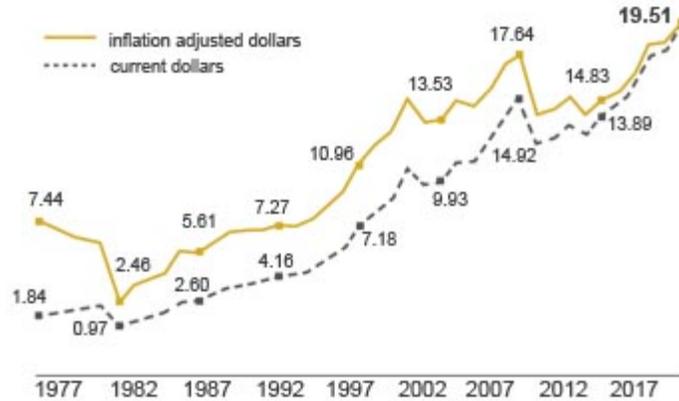
Giving to the Arts sees 8.7% Increase in 2017

Giving USA 2018: The Annual Report on Philanthropy for the Year 2017, was released in 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.

Giving to **arts, culture and humanities** organizations increased by 8.7 percent in current dollars in 2017 and was an estimated at **\$19.51 billion**. It amounted to 5% of total giving and is the **seventh-largest portion of charitable dollars**.

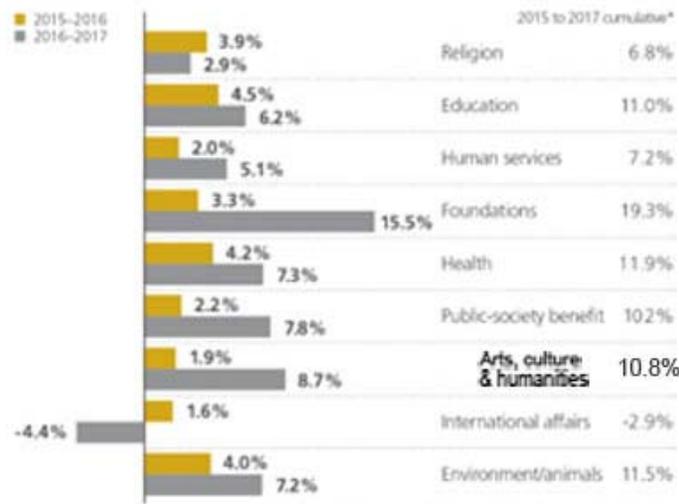
Giving to Arts & Culture 1977-2017

\$ in billions



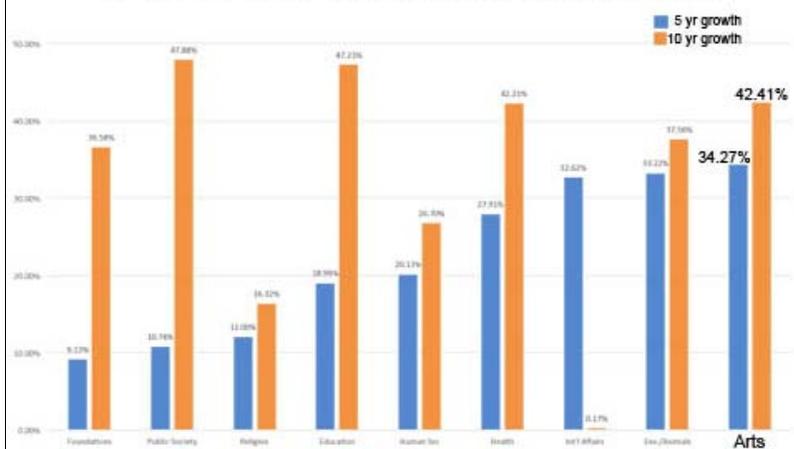
SOURCE: Giving USA Foundation / Giving USA 2018

Changes in Giving by Type of Organization

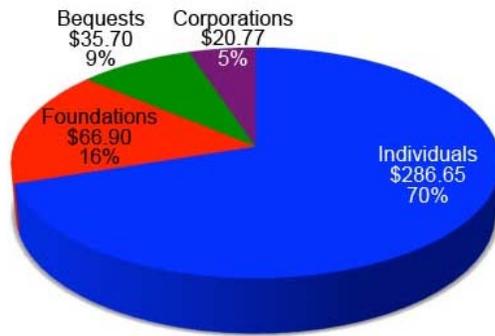


Source: Giving USA Foundation / Giving USA 2018

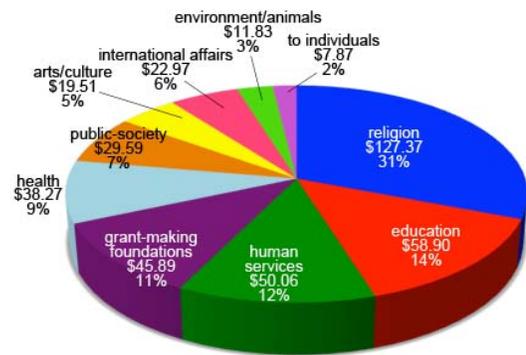
5 & 10 Year Growth Across Sectors



Giving by Source \$410.02 billion



Giving by Recipient



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

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].

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.](#)



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...](#)

Turn their **NO** into a **YES!**

DOWNLOAD YOUR FREE GUIDE:
Overcoming Objections

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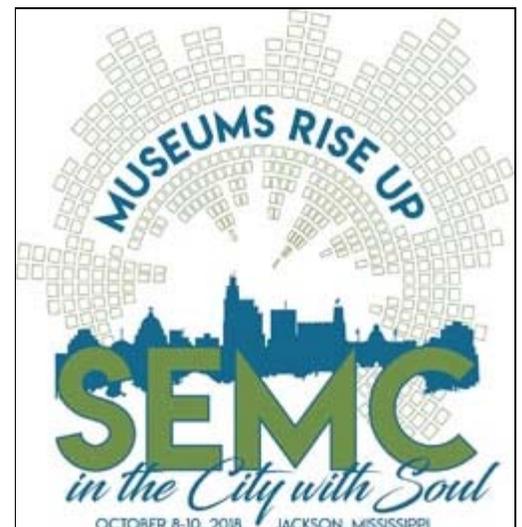
Meet Us in Mississippi....

Alexander Haas Sponsors Events at SEMC

The **Southeastern Museums Conference** will "rise up" at its annual meeting in Jackson, MS, October 8-10.

Proud of our continued support of the SEMC conference, this year, **Alexander Haas** will once again sponsor the **Directors and Trustees Luncheon and Leadership Forum**, where directors and trustees from around the region will network and share concerns, successes and challenges with peers.

Alexander Haas Partner **Sandra Kidd**, who leads the firm's museum practice, will be joined in a roundtable discussion with **Mary Baily Wieler**, president of the **Museum Trustee Association**, Baltimore MD and **David Butler**, executive director of **The Knoxville Museum of Art**, Knoxville TN. The panel will discuss ways to mix up traditional methods of board recruitment by using the power of LinkedIn and other social networks to meet, cultivate and recruit a pool of potential leaders for the future. This roundtable will start with some new ideas to shake up old models, and then will open the conversation for attendees to share ideas and experiences.



For more information about the conference, and to register, go [here](#). Early bird rates end on July 13th!

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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