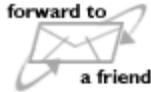


Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



July 12, 2018

www.fundraisingcounsel.com



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

Common Mistakes Emerging Nonprofits Make, And How You Can Avoid Them

A new nonprofit organization almost always comes into being when a good-hearted, smart person sees a need that is not being met and sets out to address it.

There are many challenges of starting a nonprofit, beyond getting 501 (c)(3) status, just as there are challenges in starting any for-profit business. But, there are also many more resources - books, seminars, college courses - that provide guidance for those starting a for-profit than for those starting a nonprofit, making it all the more challenging for a nonprofit to successfully navigate those early years.

However, there are common mistakes that we see new and emerging nonprofits routinely make, and we know how you can avoid them.

Putting Any Warm Body On The Board Of Directors

We have a saying at our firm: "No organization can rise above the level of its board." The makeup and commitment of a nonprofit board is its lifeblood. A great board can propel an organization to unimagined heights, and, conversely, a poor board will mire it in quicksand until it finally sinks.

All too often, young nonprofits are more concerned with filling all their board seats than with making sure the people they are recruiting are going to be good, dedicated, supportive, hard-working board members who can really lead the organization to success.

It's much better to have a small board of all the right people than a large board full of the wrong people. Nonprofits need to look for people who have a shared passion for the cause they are addressing, along with another needed characteristic. Perhaps you need a lawyer or a real estate expert or someone with a background in social

services on your board - these candidates also need to really care about the issue. And it does not hurt if they have the ability and desire to make a significant financial contribution!

Telling Board Members They Will Not Have To Fundraise For The Organization...



Communication: What's Your Agenda?

"The biggest problem in communication is the illusion that it has taken place." - George Bernard Shaw

When soliciting gifts or when cultivating donors, you may think your communication is clear, but often that's not the case.

You can be so intent on telling YOUR story, talking about YOUR organization's mission, and sharing YOUR organizational needs that you miss the point of clear communication and that is this: It's a two-way street.

A recent study found when patients go in for a checkup and begin talking, the doctor usually interrupts the conversation within 8-10 seconds so they can get right to business. Time constraints can prevent the doctor from listening. The patient, on the other hand, wants to share background information in an effort to reduce anxiety and to make sure the doctor has all the information.

This is similar to what occurs during the donor solicitation process. The solicitor comes wanting to secure a gift while the prospective donor comes ready to receive information, share advice, or hold on to money!

Here are some basic steps that will help you improve your communication with prospective donors:

Listen and *Learn*....

How to Navigate Change in Your Museum



As your museum adapts to a new vision, your donors come along for the journey. And as your donors change, how they think about money and philanthropy may also change.

In this podcast, Alexander Haas President and CEO, **David King** is joined by **Jennifer Jones**, Assistant Professor of Nonprofit Management and Leadership at the University of Florida and **David Daniel**, Director of Field Operations for The Nature Conservancy. The two share recent research and specific steps your museum can take to maintain strong relationships with donors.



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)**.

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.

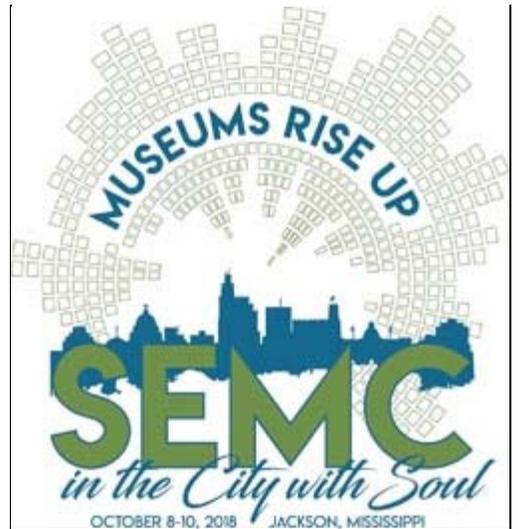
[We really are worth a listen...](#)

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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