

RISE

Results in Independent Schools E-newsletter
Shining a Light on Fundraising

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

What Shape is Your Donor Pyramid?

Many of us came up in a world of fundraising where we talked about the pyramid of giving. This was the concept that most nonprofit constituencies resemble a pyramid when you stack the number of donors at each giving level. A great deal of traditional fundraising theory and strategy is based on this concept. That is all well and good if your donor base is a classic pyramid. But, what if it's not?

As we analyze the donor bases of our clients, we frequently find that they don't have a classic pyramid shape, and that formulating a capital campaign strategy for them based on a classic pyramid model will not work.

Do you know the shape of your donor pyramid?

Have you taken time to determine the shape of your organization's donor pyramid? It is not complicated. You can run a report of total giving last year, by donor, and count the number of donors in various ranges that make sense for your context. Or, if you have wealth screening data on hand you can run a report by capacity level and see the shape of your donors' giving potential.

Typically, you'll find that your donor base takes one of four basic shapes: Classic, Hour Glass, Flat Top, and Obelisk.

Once you know the shape, what should you do about it?

[Here are some ways that the shape of your donor base should impact your campaign planning...](#)

Not All Gold Glitters



In the early 1870's, there were about 100 millionaires and Mark Twain called it the "Gilded Age."

By 1892 there were more than 4,000 enabling an extraordinary outpouring of mega-gifts from people with names like Carnegie, Hopkins, Stanford, and Rockefeller. But it was not without controversy. Rockefeller and others created large foundations that some feared would have too much influence.

As we celebrate the \$410 billion given in 2017, many consider philanthropy to be in a Golden Age. Not surprisingly, there are once again expressions of concern about the influence of large foundations.

[A good example of how this thought works comes from Stanford Professor Rob Reich...](#)

CLICK HERE
to hear the presentation and Q&A session

Giving USA 2018: Results

What do the findings mean for your subsector? David King, President & CEO of Alexander Haas, explains in this live recording.

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Listen and *Learn*....

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).

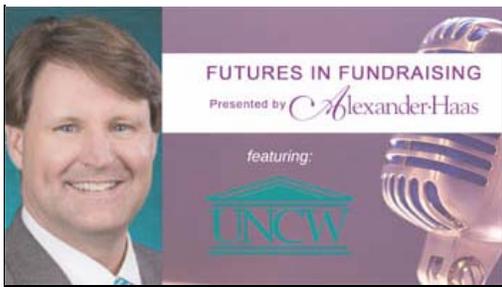
Catch a new episode of Futures in Fundraising each month on Tuesdays at 10:00 am (EST) on Facebook Live.

To download this show and catch up on others, find us on iTunes.

New This Week!

Foster Donor Involvement

More money can often translate into more problems. Once your organization has needed funding, the next decision is allocation. **Eddie Stuart**, Vice Chancellor of University Advancement for University of North Carolina Wilmington joins Alexander Haas President & CEO, David King to share insights on fostering collaboration among staff and



promoting alumni giving long after the graduation ceremonies are over.

Whether you are an educational institution, an art museum or a social service organization, his useful insight is valuable to all fundraisers.



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A testimonial graphic for Savannah Country Day School. On the left, a white text box contains a quote: "How wonderful it is to say to our Savannah Country Day School Community: Capital Campaign Closed! It's hard to imagine how this could've been accomplished without the outstanding counsel of Alexander Haas!". Below the quote is the Savannah Country Day School logo and the name 'Marcia Hull Head of School'. On the right is a photograph of a young girl with short brown hair, wearing a dark blue tank top, sitting at a desk and writing in a notebook. The Alexander-Haas logo is visible in the bottom right corner of the photo.

We'd Like You to Know...

Our Transformational *Fundraising Services*

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transformational Services. [Jump!](#)

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, independent schools that help transform our nations adolescents into our next leaders.

[Take a look at our past and present *Independent School Client Partners.*](#)



Piedmont Place
3520 Piedmont Road NE Suite 300
Atlanta GA 30305-1512
(404) 832-9200 info@fundraisingcounsel.com



This email was sent to: gingerchakalall@me.com

This email was sent by: Alexander Haas
Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

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