



First Things First



August 16, 2018
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.

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

A promotional banner for the Giving USA 2018 results. It features a yellow arrow pointing right with the text 'CLICK HERE to hear the presentation and Q&A session'. The main text is in white on a dark purple background, including the title 'Giving USA 2018: Results' and a quote from David King, President & CEO of Alexander Haas. The Alexander Haas logo is at the bottom.

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).

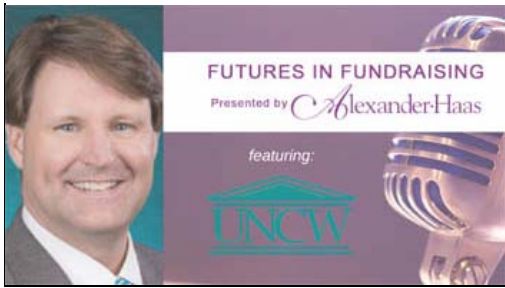
Catch a new episode of Futures in Fundraising each month on Tuesdays at 10:00 am (EST) on Facebook Live.

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.



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

“

If you want to secure larger donor gifts: present opportunities for giving that demonstrate how gifts make a difference.

Arthur Criscillis
Managing Partner

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES



We'd Like You to Know...

Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the higher education community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make our communities stronger and more vibrant.

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

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!](#)



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

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)