

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

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...](#)

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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**CLICK
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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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Meet Us in Mississippi...

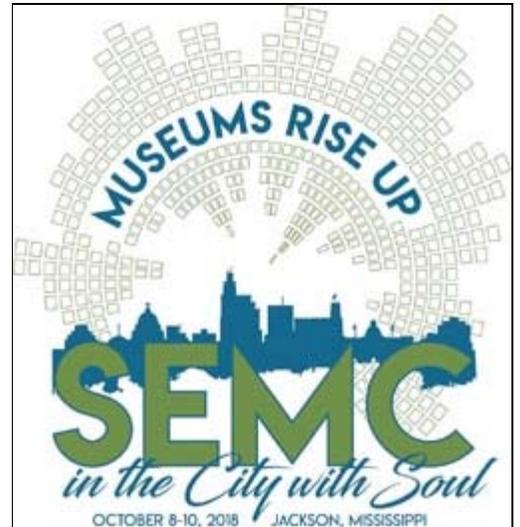
Alexander Haas Sponsors Events at SEMC

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](#).





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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