

# Encore

A Spotlight on Philanthropy in the  
Performing Arts

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the remote desk of  
**John H. Taylor** | Partner

## Are Annual Gifts a Thing of the Past?

Earlier this year we talked about the possible impact of the *Tax Cuts and Jobs Act* (TCJA) on charitable giving. The "[bumpy road](#)" our President & CEO **David King** suggested then, seems to be even more uncertain now - thanks, in part, to some accounting world advice.

A likely impact of the increase in the standard deduction to \$12,000 and \$24,000 (single and joint), plus the near elimination of the deduction for state and local taxes, will drop the number of itemizers in the US to something less than 10% (according to some estimates). Meaning fewer individuals will need to make a charitable donation to realize a tax savings. We have argued, however, that it is unlikely this will cause charitable giving to dry up.

People will continue to give because, well, they have a charitable nature! But for many, any reduction of taxable income is a good thing. So, to capitalize on that undercurrent there seems to be a growing sentiment in certain financial sectors that individuals should be encouraged to "bunch" or "bundle" their gifts. Rather than make an annual contribution of a modest amount to their favorite charities, their advice is to wait and make a more substantial gift every three-five years that will cause their donation amount to rise above the new higher standard deduction level.

[Read the rest here...](#)

### For Boards and CEOs: 3 Metrics That Matter

In the current universe of information overload, it's easy to feel like you're drowning in a sea of numbers. Whether you're Board chair, CEO, development committee chair, or an attentive Board member, what fundraising metrics matter the most?

Partner, Sandra Kidd, who often consults with museums and

arts groups, weighs in as well. She frequently gets this question from volunteers and senior management: "What should we consider when measuring performance?"

First and foremost, of course, is how much money gets raised. But please don't stop with reading the budget report.



[And here's why....](#)

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### Insights for Board Enhancements

**Anthony Rodriguez** is Co-Founder & Producing Artistic Director of **Aurora Theatre**, in Lawrenceville, GA. Among other fundraising challenges, the Theatre moved locations in 2007. Thanks in part to their strong community/donor relationships, the Theatre has continued to grow and expand. In this episode of the podcast, Anthony talks with Alexander Haas President and CEO, **David King** about how they've built such a strong community foundation and shares tips for arts fundraising.

[Click here or photo to watch.](#)



## 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.

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**Pressure on the development office to start a campaign “NOW” is increasing.**

David King, President and CEO

**Alexander Haas**  
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## We'd Like You to Know....

### **Transforming *Institutions***

We are proud of our long history of providing fundraising consulting services to performing arts organizations.

[Check out our past and present clients here.](#)

### **Face It: Arts Organizations are Different Our Transformational *Fundraising Services***

**Alexander Haas** serves a cross section of performing arts organizations throughout the country. We specialize (and delight in) what makes you distinctive. As an arts institution, you have different needs at different times. We can help you create real results.

[Read all about them!](#)

**Alexander Haas**  
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Piedmont Place  
3520 Piedmont Road NE Suite 300  
Atlanta GA 30305-1512  
(404) 832-9200 [info@fundraisingcounsel.com](mailto: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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