

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



September 13, 2018  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



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

## The 2017 Tax Law's Impact on Giving: What Economists Don't Get

Since December 2017, the nonprofit sector has been buzzing with speculation about how the increase in the standard deduction, resulting in a decrease in the number of people who itemize their taxes from 30% of the population down to 10%, will impact charitable giving. The prediction by economists is that people who do not itemize their tax return will not make charitable contributions. In fact, some are estimating this could cause a decline of as much as 5%, or \$20 billion, in 2018 contributions. Economists have developed complex formulas that predict this decline. I believe they are wrong.

How can I disagree with someone with a Ph.D. in economics when it comes to money? Over 30 years of professional fundraising experience and a degree in psychology lead me to the conclusion that economists' mathematical formulas completely discount what really drives giving.

### Doing The Math

For starters, let's look at the math. According to one study, approximately 96% of American households planned to give to charities in 2017. Yet, according to the Internal Revenue Service, only 30% of Americans itemize their deductions. There is a clear disconnect in the logic. If only 30% of Americans are receiving the tax deduction for giving by itemizing, and the tax deduction is the driver of giving, then the other 66% should not be giving, and yet they do.

[Next, let's look at this tax deduction issue itself...](#)

**Listen and Learn....**



## Insights for Museum Board Enhancements

Mary Wieler, President of the **Museum Trustee Association** joins Alexander Haas President and CEO, David King to talk museum board enhancement and education. They discuss state and local laws regarding endowments, what board members need to know specifically about museums to better serve the board, how to understand economic cycles that impact donations and more. And, don't miss this conversation as well as the upcoming session at SEMC (see below).

fundraising help.

Download our guide to [Overcoming Objections](#) for additional



## 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.

[Listen to all our podcasts 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?

Previously, Alexander Haas Partner Nancy Peterman weighed in on this topic with sound advice for fundraisers. Now, Partner, Sandra Kidd, who leads our consulting practice 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, measure it's how much money gets raised. But please don't stop with reading the budget report.





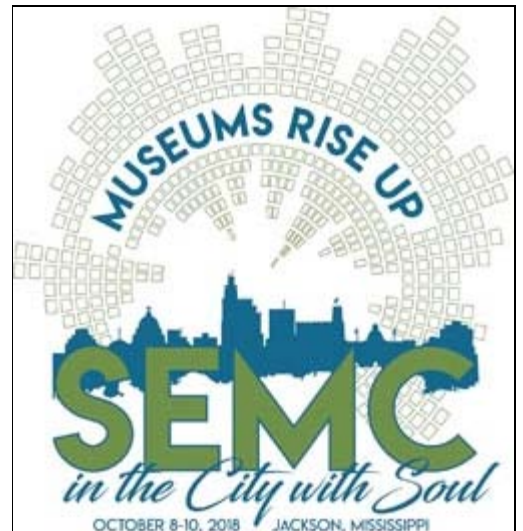
## Meet Us in Mississippi....

### 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!](#)



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](mailto: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](#)