

# RISE

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

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



November 6, 2018  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



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

## The New Era of Year-End Giving

Many nonprofits rely on year-end campaigns to fund their organization. While some tried and true strategies exist, 2018 will have a twist that nonprofit organizations need to plan for as they establish their end-of-year giving campaigns.

### 1. Setting a Specific Goal

Every fundraising campaign your nonprofit engages in should have a clear, realistic goal attached to it. Is your year-end campaign going to fund something specific in the new year? Do you want to attract a certain number of new donors? Are you trying to get a certain number of donors to sign up for recurring gifts? Are you counting on year-end gifts to reach your annual fundraising goal? Having a specific goal makes it easier to measure and achieve success. It also allows you to sustain momentum as you inform your team and donors about your progress throughout the campaign.

### 2. Determine Your Target Audience

Not everyone needs to know about your campaign. With a clear goal in mind, you will be able to see which donors need to see your messaging. If your goal is to attract new donors then all you're asking from your existing donors is to "tell a friend", while the heavy messaging will be focused on prospects outside of your current donor pool. However, if your organization is using the campaign to fund a special project, then you're likely going to have a pre-selected, targeted group of existing donors who will be receiving messaging around the impact they will have through this specific gift.

### 3. Setting the Clock

Segmenting your target audience will also dictate whether your organization should appeal through mobile, snail mail, email, social media, or phone calls. This, in turn, will determine how early you need to begin your campaign and how often you will

need to create touch points between your organization and your target audience. One snail mail letter to a long-time donor for a year-end gift may be enough. Two or three emails over a few weeks may inspire donors to "tell a friend" about your organization and recruit new prospects. Likewise, a steady stream of social media posts (campaign appeals, updates and inspirational stories) over a longer period of time may be what's needed to motivate your key audience to take a desired action.

**No matter when you begin your year-end campaign, you'll want to include....**

## **Are You Ready for Giving Tuesday?**

**#GivingTuesday** is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

In 2017, an estimated \$274 million was raised online on GivingTuesday and far exceeded the \$177 million total in 2016.

### **Key Finding from 2017**

- Overall giving grew approximately 4.1% in 2017.
- Online giving grew 12.1% in 2017 compared to 2016.
- Online donations made up 7.6% of all fundraising in 2017.
- #GivingTuesday online donations were up 28% in 2017.
- 21% of online donations were made on a mobile device in 2017.

Year-end fundraising is critical. Nonprofit organizations report that they received the majority of their contributions between October and December; therefore, Giving Tuesday should be a part of your fundraising strategy.



**Listen and Learn....**



Network for Good.



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### Are You Ready for the End of 2018?

**David King**, President & CEO of Alexander Haas, will be one of the featured presenters at the upcoming **Virtual Conference** hosted by **Network for Good**. Industry leaders will deliver a robust discussion on the changing landscape of charitable giving, best practices for taking advantage of Giving Tuesday and year-end giving, and practical tips for crushing your fundraising goals through the end of the year.

The **November 20th (12:00 to 4:00PM)**, live-streaming workshop, will give nonprofits the tools they need to have a successful Giving Tuesday and year-end fundraising campaign.

To sign up and learn more about the sessions, go [here](#)!



### Not on Social Media? There's Consequences

"If you are not on social media, participating in conversations, your voice is absent as a nonprofit."

**Peter Panepento**, Philanthropic Practice Leader at **Turn Two Communications** joins David King to share tips for strengthening donor relationships and generating awareness via social media, the press and other media outlets on this edition of *Futures in 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.

[Listen to all our podcasts here...](#)

Turn their **NO** into a **YES!**

**DOWNLOAD YOUR FREE GUIDE:**  
**Overcoming Objections**

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A graphic with a grey background. The text 'Turn their NO into a YES!' is centered, with 'NO' in a yellow speech bubble and 'YES!' in a green speech bubble. Below this is a purple rectangular box containing the text 'DOWNLOAD YOUR FREE GUIDE: Overcoming Objections'. At the bottom is the Alexander-Haas logo.

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When we conduct assessments, we make it a point to first speak personally with everyone who has a hand in the development program.

Sandra Kidd  
Partner

Alexander-Haas  
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## 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.

[Our Independent School Client Partners.](#)



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