



First Things First



November 13, 2018
www.fundraisingcounsel.com



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

The Hiring Conundrum: Experience vs Relationships

Should you hire someone who has a strong background in development or someone who already has relationships in the community? This is a question we hear often from nonprofit leadership. The answer is simple. I believe a proven history of successful fundraising trumps existing relationships 100% of the time, and here are four reasons why:

1. Their relationships aren't with your nonprofit.

If a development officer's relationship with people is based on their role as a development officer at another organization, there is a good chance those relationships will not follow them to their new role. Those relationships are based on their role at another organization, not at yours. Not to mention, there is the possibility that the development officer leaving that organization for another could actually damage donor relationships in the process.

2. Donor interest doesn't transfer based on relationships.

The personal relationships development officers have with donors is not why those donors are giving. Donors give significant gifts to causes they believe in and organizations they trust, not because they like the development officer who is soliciting them. If the donor does not believe in the organization or the cause, the relationship they may have with a staff member is not going to move them to a major gift.

Donor interest is not transferable just because of a personal relationship. Consider this study on donor motivations - influence from others is at the bottom of the list of how donors choose a cause or organization to support. If you are a private school and hire a development officer who was previously president of the Junior League and "knows everyone in town" (or my least favorite, has a great contact list), do you really think those relationships will translate into contributions to the school?

Probably not.

[There are two very important reasons here....](#)



David King Live on Business RadioX

As we head into the last quarter of the year, it's important to know how the new tax laws could impact you year-end giving. Our President and CEO **David King** talks with **Atlanta Business RadioX** about the tax reform's expected impact and discusses current trends in philanthropy and nonprofit giving.

Listen to the live broadcast [here](#).

A dark-themed advertisement with a blurred background of a stethoscope. The text is white and yellow. At the top, it says "Successful Campaigns Require Planning" in white, followed by "ARE YOU READY?" in large, bold, yellow letters. Below that, a white rounded rectangle contains the text "Take Our CAMPAIGN READINESS Assessment" in black. At the bottom, the Alexander-Haas logo is visible, with the tagline "TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES" in small letters.

Participate & Listen & *Learn....*

A blue rectangular banner with white and yellow text. At the top, a white box contains the text "FREE VIRTUAL CONFERENCE". Below that, the main title "Tips to Rock Giving Tuesday and Year-End Fundraising" is written in large, bold, yellow letters.



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!](#)



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.

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

[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....](#)



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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

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We'd Like You to *Know*....

Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the Atlanta-area nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, institutions that help make our neighborhood a better place to live.

[Our Metro Atlanta Client Partners](#)

Our Transformational Services

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transformational Services.

[Jump!](#)

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