



First Things First



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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 food bank 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 the organization?

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](#).



Listen and *Learn*....



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 Alexander Haas President and CEO, 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?

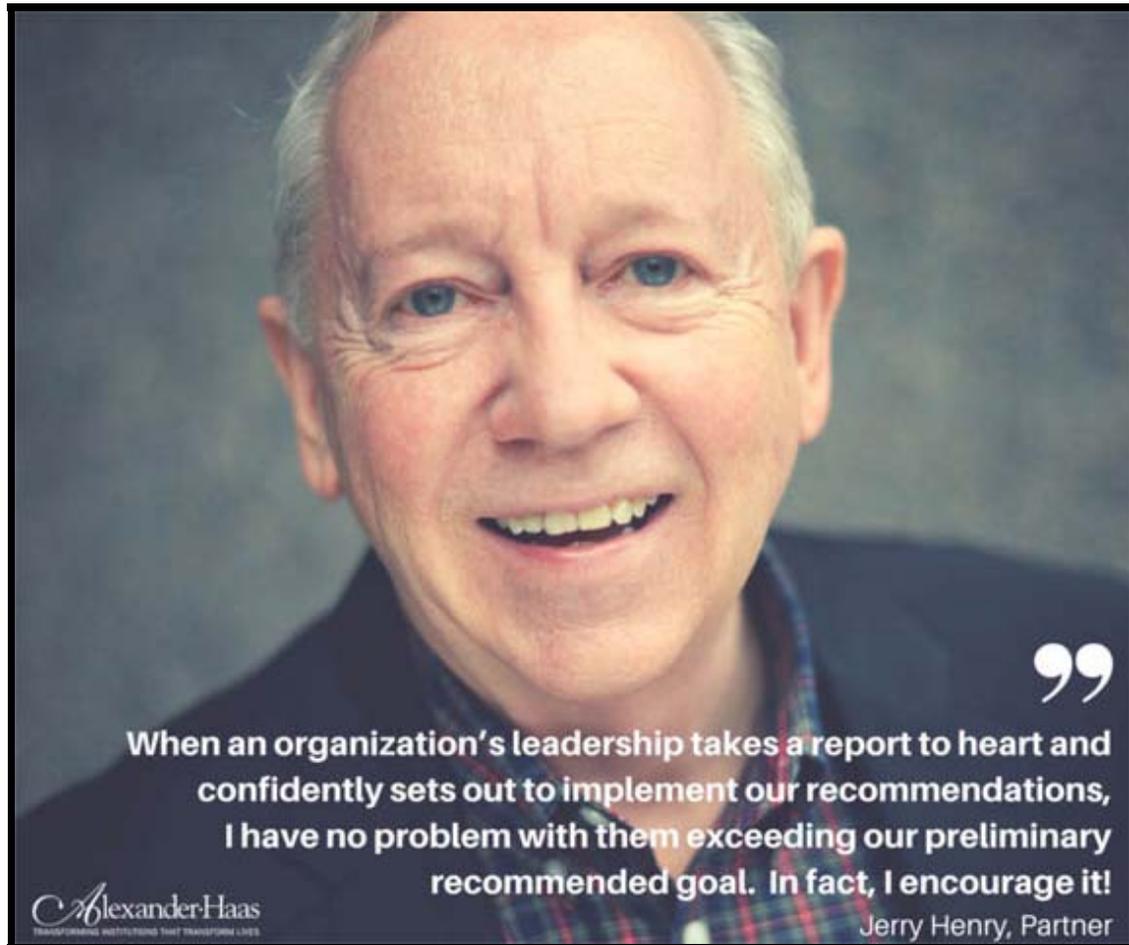


NonprofitNews.com thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)**.

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.

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