



January 20, 2022



from the desk of  
**Arthur L. Criscillis, Ed.D.** |  
Managing Partner

## CASE: Copy And Steal Everything

Yes, we often suggest, with knowing laughter, that CASE stands for copy and steal everything. We nod; we smile; we laugh. It speaks to a truth—how we rely on what others do to inform our practices and programs. It also speaks to another truth—the degree to which our colleagues share openly and willingly what they are doing. So, with the advent of the CASE season (when the various district conferences are held), I would like to reflect on CASE.

First and foremost is the basic truth of what we try to accomplish with these conferences: share insights and programs that can help us to go about our work better. When I talk with people who are engaged in various businesses about what we do and how we go about it, they are often surprised (shocked?) to hear how readily and fully we share information with one another. That one college or university would share, freely and readily, programs and practices that are working with other colleges and universities who are seen as competitors is anathema to many in the business world. However, the circumstances are different. Our “customers” (read donors) rarely overlap. The competing interests for contributions are far less between, for example, flagship U and land-grant U, than competing for customers between United Healthcare and Humana, or FedEx and UPS. So, the nature and circumstances of our work is much less competitive and lends itself to more open sharing of best practices and innovative programs.

Second is our common understanding that the mission of our respective colleges and universities is aligned. We are all seeking to advance the lives of individuals, to advance knowledge to make life better, to serve our respective communities, and to further economic development. We are not competing with one another. We are competing with ignorance, with under-utilized talent, with poverty and despair, with a drab, artless world. The work of our colleges and universities is singular, despite the many shapes and forms we have. All are focused on advancing the lives of individuals, communities and the world. That common purpose invites, compels us to share and cooperate.

Third is our general disposition to connect as advancement professionals. Beyond our common goals, and, based upon that, our willingness to share—we like to connect. CASE provides us with the opportunity to establish professional relationships, to expand and enhance those relationships and through those to grow and to help others to grow. The networks we establish with our colleagues are invaluable. We can call on our colleagues for feedback, insight, support, and—yes—friendship. We have the privilege of working with so very many grand professionals and even better human beings. With the relationships we form, we can secure professional guidance and mentorship. We can also find support in so much of our lives—professional and personal.

CASE: A grand opportunity to grow, personally and professionally. We hope to see you at CASE III. Please drop by our **Booth 200-202** and let's catch up!



## Look Who's Talking At CASE III

**Arthur L. Criscillis, Ed.D.**  
Monday, Jan 31 | 10:30AM |  
Centennial III-IV

Arthur will lead the Supersession,  
*Strengthening Personal Solicitation Skills*

Consistently garnering the highest accolades for his speaking, Arthur is the recipient of the CASE Crystal Apple Award, and has chaired the CASE Conference on Major Gift Solicitation six times, along with many other CASE professional events.

Our Team



We are masked up, triple vaxed, and ready for **CASE District III Annual Conference**, and once again we are proud to be a sponsor, this year a Platinum Sponsor, of the vital event.

Our Partners look forward to the event every year and are proud of our more than 20 year association. This year we plan to be onsite, participating in the educational tracks, networking with old and new colleagues and being part of the exhibition hall. Our Team on site will include **Arthur Criscillis, David King, David Shufflebarger, John Taylor and Holly King!** Drop by our **Booth 200-202** in the Exhibition Hall!

See you in Atlanta Jan 30 thru Feb 2!

Our Clients

## Giving Up...Donors Down

A survey conducted by *Gallup* in December 2021 found that 81% of respondents had donated money in the past year, up from 73% in April 2020 and nearly back to the 83% seen in 2017 and 2013. The giving rate among respondents with household incomes of at least \$100,000 returned to the pre-pandemic level of 92%, after dipping to 87% in 2020 **Read more here.** *PND, 1-12*

A report from the *Fundraising Effectiveness Project of the Association of Fundraising Professionals* found that fundraising through the first three quarters of 2021 kept up with 2020 levels. Donations to nonprofits that raise between \$5,000 and \$25 million annually, increased 1.4%. However, the number of donors continued to decline, falling 1.7%. **Read more here.** *NPT, 1-3*

Our LinkedIn

## Welcome New Client Partner



For more than 35 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, institutions that help make our country a better place to live. Take a look at our Transformational Advancement Services that are custom fit to your institution's specific needs.



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