

# Helping Hand

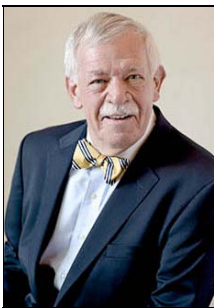
A Fundraising Newsletter to Help Those  
Who Help Others

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the coastal-desk of  
**David T. Shufflebarger** | Senior Partner

## Giving Up From Fewer Donors

Despite encouraging news that giving in America reached almost \$400-billion in 2016, there are signs for concern when it comes to the number of people giving.

A recent *Chronicle of Philanthropy's* analysis found only 24% of those who itemized in 2015 reported a gift. That was down from 30 to 31 percent between 2000 and 2006. Two university studies documented a similar decline among all households.

Between 2000 and 2014 the *Philanthropic Panel Study* by the *Lilly School of Philanthropy at Indiana University* showed the number of households making a gift declined from 66.2% to 55.5%.

An obvious assumption is that the Great Recession had a major impact on household giving, but the trend started before that, dropping from 67% in 2004 to 65% in 2006.

There is evidence that the recession had an impact on middle-income families. The *Chronicle* noted that among those who itemized charitable deductions on their tax returns between 2000 and 2014, the share of reported giving from families making more than \$100,000 grew from 43% to 75% meaning the share from those below \$100,000 dropped from 57% to 25%.

There is no consensus on what caused these declines...

**[but there are several points worth noting:](#)**

**Best of the Web:  
Navigating the New Tax Laws**

This new calendar year brings with it a number of tax policy changes that will undoubtedly impact nonprofit organizations. Nonprofit leaders - particularly board members - seek quick information and statistics to navigate this new landscape.

A great resource for this type of information is **Independent Sector**, the only national organization that brings together nonprofits, foundations and corporations engaged in every kind of charitable endeavor.



From current updates on policy related to nonprofit organizations, to statistics dealing with volunteerism, this organization provides a one-stop site to provide you with recent data and information.

Of current interest are two resources related to the changes in the tax laws:

[2017 Final Tax Bill Summary](#)

[2017 Final Tax Bill Dashboard](#)

With the amount of data circulating on the web, it is helpful to have one location to assist you in answering your volunteer and donor questions.

[Bookmark them..](#)

***Data is useful - but only if utilized!  
Are you collecting data from your donors?***

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**YOU NEED TO CAPTURE INFORMATION FROM GUESTS ATTENDING YOUR FUNDRAISING EVENT. OTHERWISE, YOU HAVE NO OPPORTUNITY TO RE-ENGAGE WITH THEM.**

-David King, President & CEO



## About That Bumpy Ride...Don't Panic

Last month, Alexander Haas President & CEO David King wrote in this very newsletter that the new tax laws, put in place in January, would no doubt have some effect on philanthropic giving. He cautioned then that the next few months could get bumpy for fundraisers.

This month, ***The Chronicle of Philanthropy*** turned to David when reporting on new bumpy challenges for the philanthropy community....the Dow Jones decline. On February 5th, the Dow experienced its worst point drop in history. On February 8th, investors saw the second-worst point drop.

First tax rules, now the stock market...smells a lot like the Great Depression of 2008, which punched giving squarely in the gut.

from the article

*"When we see a drop in the Dow, we flash back to the fall of 2008 and think the sky is falling," says **David King, chief executive of Alexander Haas**, a fundraising consulting company in Atlanta.*

*But experts say the Chicken Littles should chill - at least for now. A market crash is defined as an abrupt decline of 20 percent or more in value, as in 2008. So far, stock values have declined by no more than 10*



percent compared with the year's high, far from crash territory.

"We saw organizations stop capital campaigns in 2009. But that's not where we are now," King says.

[Go here to read the article \(subscription may be required\)...](#)

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

### **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, organizations that help make our country a better place to live.

[See our comprehensive list of client partners...](#)

### **Our Transforming Services**

Alexander Haas offers a wide range of fundraising consulting services for organizations of all sizes. Our priority is to help transform institutions that transform lives. Whether you are readying for a capital campaign or need to assess your annual fund, our services are tailored to each individual client.

[What can we help you with?](#)



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