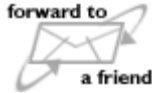




First Things First



March 20, 2018
www.fundraisingcounsel.com



from the roving desk of
Arthur Criscillis | Managing Partner

4 Keys to Driving Bigger Gifts

I am always interested in seeing the results of the **US Trust Study of High Net Worth Philanthropy** and, more specifically, the reasons those being surveyed cite for making a gift.

The top four reasons:

1. Belief in the mission of the organization.
2. Belief my gift can make a difference.
3. Personal satisfaction.
4. Giving to the same organization each year.

All of these reasons point to a few key points.

First, your organization must have, as its focus, an area that resonates with the donor. That is, to a very large degree, outside of your control, but do donors and potential donors fully understand your mission? Reinforcing that mission, why it's important and how it's different from other like organizations is critical to gaining and retaining donors' dollars. Stay top of mind through communication efforts that highlight your mission.

It is incumbent to determine, define and detail how a gift makes a difference-what is the impact? When we make a case for a funding opportunity, we must always articulate-specifically-how that gift makes a difference.

[But there's more....](#)

You Can Help Donors Deal With Wall Street's Wild Ride

Stock market volatility is relatively commonplace, but after the great recession, everyone is on edge. When philanthropic donors feel the

heat of a shifting market, fundraisers must intervene. President and CEO, **David King**, shares how fundraisers can help quell the fears of donors in a new article for *The Chronicle of Philanthropy*.

[Timely suggested reading...](#)



How Fundraisers Can Help Donors Deal With Wall Street's Wild Ride

A healthy 'correction' or the start of the next economic downturn? While we wait to see what February's stock-market volatility means, experts offer advice for...

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CAMPAIGN READINESS
Assessment

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

A Global Impact in Georgia

The impact of global health stretches far and wide, reaching communities locally and globally. **Maria Thacker Goethe**, Executive Director of **Georgia Global Health Alliance** joins Alexander Haas President and CEO, **David King** to discuss this initiative along with other insights including tips for running a successful nonprofit and how to build meaningful relationships with donors.



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 up this is good stuff....](#)

We'd Like You to Know....

Partner Spotlight: Arthur Criscillis

Have you met **Arthur Criscillis**? As Managing Partner of Alexander Haas, Arthur brings over 25 years of development and nonprofit experience to the Firm.

He heads up our higher education fundraising consulting unit and was most recently Lead Counsel on behalf of Alexander Haas working with **Auburn University** on its \$1-billion fundraising campaign, which reached that ambitious goal more than a year earlier than projected.

He is a frequent speaker and lecturer, and in March presented to a standing-room-only audience at the **CASE** District III Annual Conference.

Arthur is someone your advancement office needs to know.



[Hear his story.](#)

Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the Atlanta nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make Atlanta 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.

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