Atlanta Results
Your Monthly Resource for Philanthropic News

Alexander·Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things *First*

forward to a friend

May 22, 2018
www.fundraisingcounsel.com

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

Ways Small Nonprofits Can Improve Fundraising

Nonprofits of all sizes can experience cash shortages, and many do: Around half of U.S. nonprofits have less than one month of operating reserves, according to a recent study.

Nearly two-thirds of charities have annual budgets of less than $1-million, which makes them similar to small businesses in terms of spending and revenue. Nonprofits face many of the same challenges as their commercial counterparts. They are under-capitalized, lack reserves to withstand a crisis or act on a special opportunity, and struggle to stay afloat from one pay period to the next.

So, how can small charities overcome these obstacles and improve their financial health?

1. **Be proactive and diligent about building an operating reserve.**

   Even if it's just $500 a week, get in the habit of setting money aside. Too often, nonprofits try to accumulate a large lump sum before transferring it to reserves. It's never the right time to let go of a big sum, so move money into a reserve account in small, regular increments. This method will help you create a meaningful reserve without hampering cash flow.
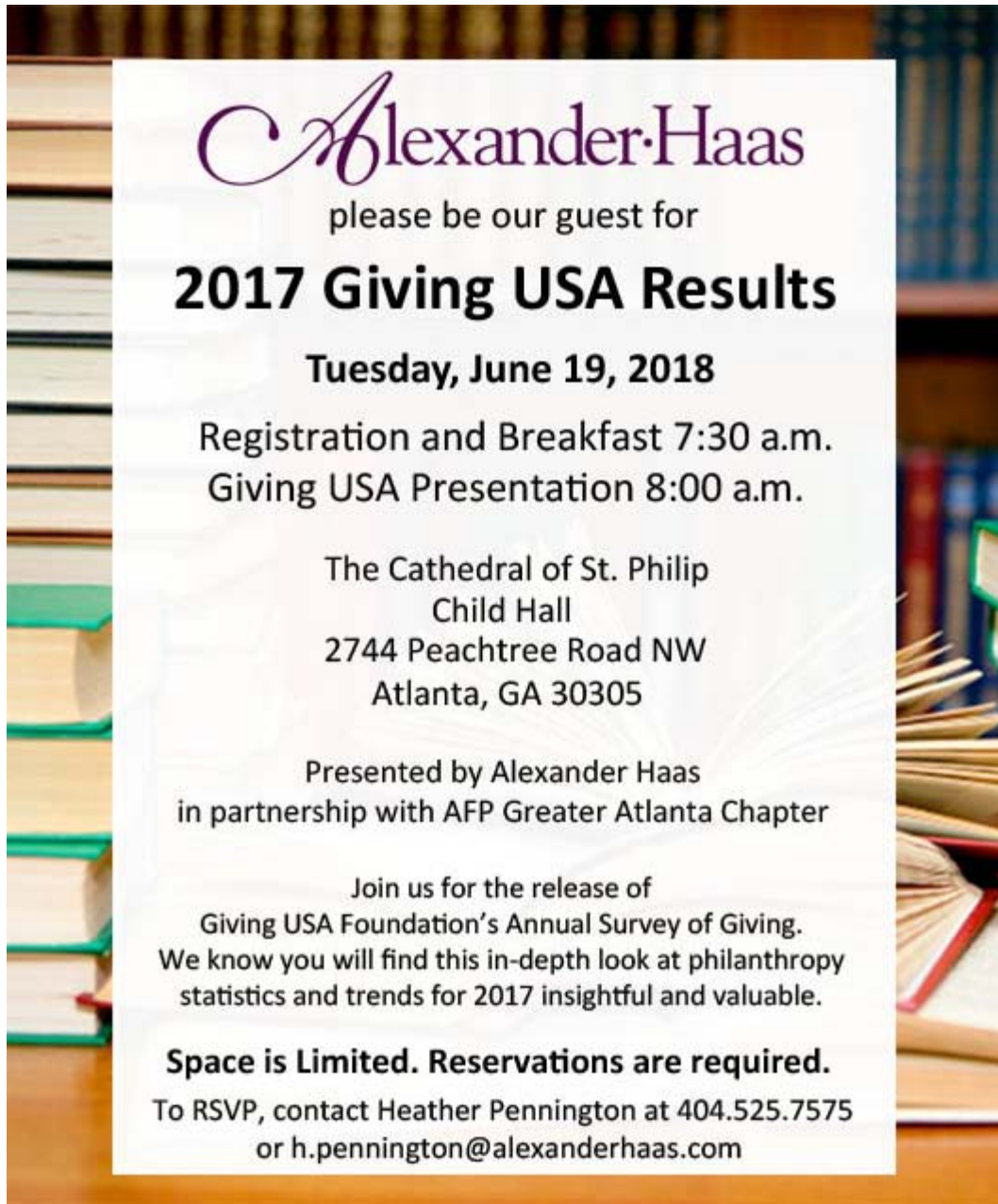
2. **Don't focus on raising endowment funds.**

   That may seem counterintuitive, even heretical, but here's my logic: If a nonprofit has a $1-million budget and raises $1-million for an endowment, at a 5% annual spend rate it would receive just $50,000 each year. That's a lot of money being held captive rather than providing meaningful support. If the organization should need cash to stay afloat, in most cases it would be prohibited from accessing the endowment corpus, the original assets.

   In contrast, if that same nonprofit raises $1-million in operating reserves or

establishes a quasi-endowment - a board-designated investment fund with fewer restrictions than a true endowment.....

Alexander·Haas

please be our guest for

2017 Giving USA Results

Tuesday, June 19, 2018

Registration and Breakfast 7:30 a.m.
Giving USA Presentation 8:00 a.m.

The Cathedral of St. Philip
Child Hall
2744 Peachtree Road NW
Atlanta, GA 30305

Presented by Alexander Haas
in partnership with AFP Greater Atlanta Chapter

Join us for the release of
Giving USA Foundation's Annual Survey of Giving.
We know you will find this in-depth look at philanthropy
statistics and trends for 2017 insightful and valuable.

Space is Limited. Reservations are required.

To RSVP, contact Heather Pennington at 404.525.7575
or h.pennington@alexanderhaas.com

Best of the Web:
3 Ways to *Keep* Your Donors Coming Back

According to the *2018 Nonprofit Leadership Impact Study* released by **NonProfit PRO** and **MobileCause,** "Donor loyalty is a priority area of focus for nonprofits, which was rated as the most important outcome when measuring their organization's annual success." Retaining donors is a big deal.

So, what influences donors to come back year after year to your organization? Let's take a look at the top three reasons donors cite for giving in the *2017 U.S. Trust Insights on Wealth and Worth* , and how you can use this knowledge to keep your donors loyal to your organization.

Read the full article on NonProfitPRO.com.

Listen and *Learn....*

Mentorship & Advancement
Philip Mazzara, President and CEO of **Providence Health Foundation** joins Alexander Haas President and CEO, David King to share steps along his career path from advancement to fundraising and how mentorship helped shape that journey. Philip and David also discuss the challenges and rewards of capital campaigns and what the future of health care looks like.

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....*

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.

Jump!

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