



First Things First



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www.fundraisingcounsel.com



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

Insights Don't Come from Confidential Studies

Allow me to propose a scenario. Imagine you make widgets and are considering launching a new widget. Before you go to market, you would like to know if your customers will buy the new widget.

A consultant comes to you and says that for several thousand dollars, they will go out and talk with your top 30 customers about the new widget. The consultant will get feedback on what they like and don't like about the new widget and find out if they would buy the new widget, how many widgets they would likely buy and if there is anything you could do that would influence them to buy an even larger quantity of widgets. The consultant will also ask them what they like and don't like about your business, your other widgets and how you treat them as customers.

After the interviews are completed, the consultant will tell you if you should launch your new widget and how many widgets you are likely to sell. That would be really valuable information to have before you start making the new widget, right?

But there is a catch...

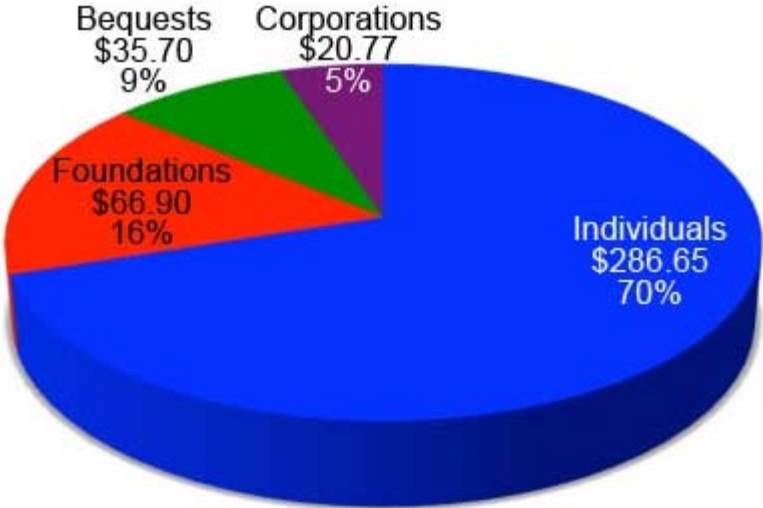
Giving in 2017 \$410.02 Billion

Giving USA 2018: The Annual Report on Philanthropy for the Year 2017, was released on June 12th, marking another high point for American philanthropy. **For the first time, giving exceeded \$400 billion in a single year, increasing 5.2% at \$410.02 billion** (3.0% adjusted for inflation) over the revised total of \$389.64 billion contributed in 2016.

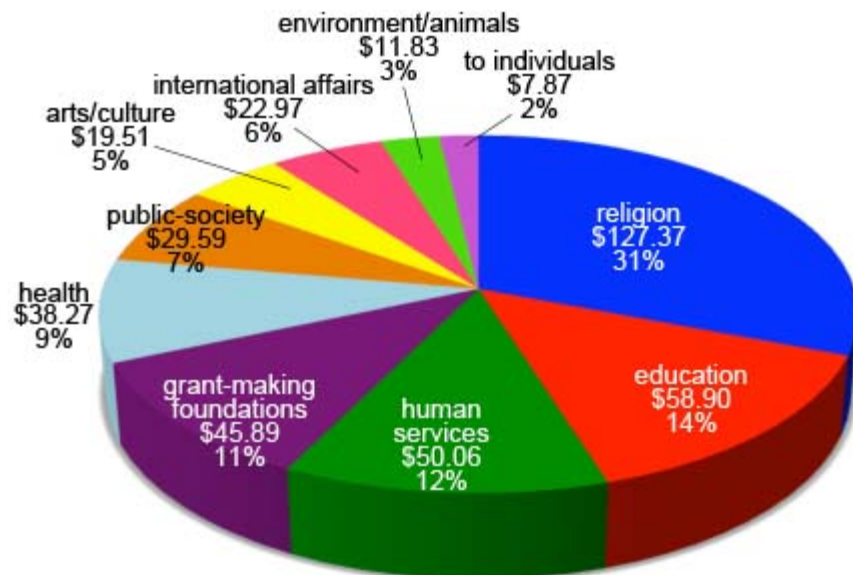
Alexander Haas President and CEO, **David King**, breaks down the numbers in this special edition of **Futures in Fundraising**. Listen [here](#).



Giving by Source \$410.02 billion



Giving by Recipient



More information from the *Giving USA 2018* report can be found [here](#).



Best of the Web: Should You Ask Your *Employees* to Give

"One day someone is going to have to explain to me, slowly, how and why employees of a university are supposed to donate to said university."

That question, in response to a provocative blog, could apply to any nonprofit that conducts an employee giving campaign.

Our response is simple: Employees of a charitable organization are NOT expected to donate to it, but this doesn't mean they should not be invited to do so. Certainly, there should be no pressure to

give and no shame in not giving.

Have you read [John Warner's blog](#) on *Inside Higher Ed*? While his piece offers one perspective, ours is very different.

[Here's our perspective...](#)

Turn their **NO** into a **YES!**

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[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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TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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