

Encore

A Spotlight on Philanthropy in the
Performing Arts

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



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

The New Era of Year-End Giving

Many nonprofits rely on year-end campaigns to fund their organization. While some tried and true strategies exist, 2018 will have a twist that nonprofit organizations need to plan for as they establish their end-of-year giving campaigns.

1. Setting a Specific Goal

Every fundraising campaign your nonprofit engages in should have a clear, realistic goal attached to it. Is your year-end campaign going to fund something specific in the new year? Do you want to attract a certain number of new donors? Are you trying to get a certain number of donors to sign up for recurring gifts? Are you counting on year-end gifts to reach your annual fundraising goal? Having a specific goal makes it easier to measure and achieve success. It also allows you to sustain momentum as you inform your team and donors about your progress throughout the campaign.

2. Determine Your Target Audience

Not everyone needs to know about your campaign. With a clear goal in mind, you will be able to see which donors need to see your messaging. If your goal is to attract new donors then all you're asking from your existing donors is to "tell a friend", while the heavy messaging will be focused on prospects outside of your current donor pool. However, if your organization is using the campaign to fund a special project, then you're likely going to have a pre-selected, targeted group of existing donors who will be receiving messaging around the impact they will have through this specific gift.

3. Setting the Clock

Segmenting your target audience will also dictate whether your organization should appeal through mobile, snail mail, email, social media, or phone calls. This, in turn, will determine how early you need to begin your campaign and how often you will

need to create touch points between your organization and your target audience. One snail mail letter to a long-time donor for a year-end gift may be enough. Two or three emails over a few weeks may inspire donors to "tell a friend" about your organization and recruit new prospects. Likewise, a steady stream of social media posts (campaign appeals, updates and inspirational stories) over a longer period of time may be what's needed to motivate your key audience to take a desired action.

[No matter when you begin your year-end campaign, you'll want to include....](#)



The Day After The Day

by Mark Belcher, Partner

Our mission at Alexander Haas is to help clients develop fully functioning Development Offices. This includes having an Event Strategy in place. Much of our work involves strengthening the ability of our clients so they can secure major gifts. A recent article written by **Brooke Battle**, founder of SWELL Fundraising, *5 Signs You Are Throwing a Party Instead of a Fundraiser*, highlights the importance Events play in this process.

One of our clients recently hosted an Event that marked its 10-year anniversary-quite a run for a single event. This same client is currently involved in a major Capital Campaign-the biggest in the organization's history. In fact, at completion of this year's Campaign, the organization should be prepared to move onto a national and international stage.

As usual the Monday after the Event, our consultant followed up with the development team. Typically, this is a hectic day. It's also the day when a collective sigh of relief resonates throughout the team. I was told the Event was a great success: goals were surpassed; more attendees participated than ever before, and for the first time in 10 years, registration went smoothly!

Then when asked the question consultants are paid to ask: "How many new donors did you identify?"

[Crickets...but read on](#)

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The Importance of Planned Giving



"The key to being a good fundraiser is being donor centric." **Lula Dawit**, Director of Planned Giving for **The Woodruff Arts Center*** joins Alexander Haas President and CEO, David King to discuss the importance of planned giving.

The two dive into the continued impact of the 2017 Tax Act, managing fundraiser/donor relationships and how the arts are shaping the local Atlanta community.

**Alumni Client Partner*

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Transforming *Institutions*

We are proud of our long history of providing fundraising consulting services to performing arts organizations.

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Face It: Arts Organizations are Different Our Transformational *Fundraising Services*

Alexander Haas serves a cross section of performing arts organizations throughout the country. We specialize (and delight in) what makes you distinctive. As an arts institution, you have different needs at different times. We can help you create real results.

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