

# Team

The Education Advancement Monitor

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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



from the organized desk of  
**Sandra K. Kidd** | Senior Partner

## Telling Your Story

I started out as a student journalist, and I find that I still think in terms of what budding newspaper writers are taught to do: Answer these five questions — **Who? What? When? Where? How?** — in the lead of the story. As we move toward the end of 2021, it's a good time to apply these journalism basics to our daily work of philanthropy.

The world gets more complex, the number of non-profits keeps rising, and the clutter in our ever-increasing channels of communications grows. So with a nod to some "old school" thinking, let's get back to the basics of telling your story:

**Who? Who does your non-profit serve?** Draw your donors a word picture of someone who benefits from your organization's existence. If you feed the hungry, tell us about someone who came in last week. If you provide scholarships to first-generation college students, give us a profile of a success story. Be specific (while omitting identifying details for privacy reasons), and let the soul of the person being served shine through.

**What? What do your organization do?** Tell your donors, in simple, straightforward language, what you do to carry out your mission. If your organization provides front-line services, this part may be a bit easier than if you are part of a large university system or the United Way. But you should be able to articulate what your non-profit does in a couple of sentences. If you can't, go talk to your colleagues in programs.

**When and Where and How?** Answering these questions can help you move your case for support from the indeterminate to the well-defined. These questions also help you quantify the impact of your charitable mission, *and* what you could do if you had more resources. How many people do you serve a year — and how great is the unmet need? Where does your work typically take place — and where would you expand if you had the dollars to do so? When are the times you most need help, and has that changed over the years?

My aunt is very involved in a program that provides warm clothing and toys for children during the holidays. Until 2020, they used October and November to make a major push for monetary donations. Last year, when people were not traveling so much due to the pandemic, they decided to make their push in the summer months. The result? They not only met their goal for donations; they exceeded it. It turned out that donors completely understood the need to have the money well in advance of the time it was to be spent on boots and bicycles.

The final question is **Why? This is ultimately the heart of your case for support.** Why does your non-profit matter? Why should donors support your mission? Why do people need the work you do, and what would happen if your organization wasn't here to help them?

I have noticed in the field of philanthropy that we often try to answer this question first: we are mission-driven, after all. My advice to you, however, is to answer this question last. After you have defined the **Who What When Where** and **How**, the **Why** should be clearer.

And once you've written your story, send it in advance to a couple of donors who will give you honest feedback, run it by a trusted funder, or let a colleague in another organization read it over for you.

Since you are near the end of your year-end campaign, it's not too early to get a head start on your message for 2022...it's always the right time to go back to the basics.

*Alexander Haas wishes you a bright and successful end-of-year fundraising effort.*

## News from our Client Partners

Congratulations to our Client Partner the **University of Texas at San Antonio!** Their Roadrunners football team captured their first Conference USA championship title in front of a home crowd of 41,000+ fans against Western Kentucky. We are proud of the 2021 C-USA Champions!



KENS5.COM  
UTSA holds off Western Kentucky for Conference USA championship  
The Roadrunners cap a historic, near-undefeated regular season with a conference cha...

**Arkansas State University**, an Alumni Client Partner, received a \$25 million pledge from the **Windgate Foundation**, the largest financial contribution in the university's history. In recognition, the university will name the Windgate Hall of Art and Innovation. The gift includes \$20 million in support of construction and \$5 million designated for an endowment that will fund building maintenance. Congratulations. *PND, 12-11*

**Texas Tech University** received a \$25 million gift from former letter-winner **Cody Campbell** in support of a master plan for its football program and the south end zone at *Jones AT&T Stadium*. Currently in the design stage of the south end zone project. In recognition of the largest one-time gift to the athletics department, the playing field at Jones AT&T Stadium will be called **Cody Campbell Field**. Texas Tech is an Alumni Client Partner. *PND, 12-5*

**Utah Valley University**, an Alumni Client Partner, received a \$25 million gift from **Scott M. and Karen**

**Smith** to help fund a planned engineering building. The commitment is part of the university's campaign to raise the \$40 million needed to start construction on the College of Engineering and Technology. In recognition of the gift, the building will be named the **Scott M. Smith Engineering and Technology Building** and the college will be renamed the **Smith College of Engineering and Technology**. *PND, 11-1*

## CASE III in Atlanta

We are honored to once again be a **Presenting Sponsor** for the **2022 CASE District III Annual Conference: Redefined**. This year's event will be held in our hometown, Atlanta, GA, **January 30-February 3, 2022**.



We are fortunate that in our profession, there are organizations such as CASE that provide continuing education and valuable networking opportunities. We look forward every year to networking with colleagues and receiving valuable continuing education during the three-day event.

We are proud of our 25+ year relationship with CASE III. Hope to see you in Atlanta!

More information, or to register online, [go here](#).

## You Should Know

### Donors Show Up for GivingTuesday to the Tune of \$2.7 Billion\*

In its 10th year, **GivingTuesday** bested all previous fundraising records. Despite concerns that Americans wouldn't feel the same urgency to give as they did last year, donors turned out in droves.

Donations on November 30 rose by 9% this year, totaling an estimated\* \$2.7 billion in the US alone. The donations top last year's record, when American donors gave nearly \$2.5 billion in the aftermath of the racial justice protests and amid growing needs brought on by the COVID-19 pandemic. An estimated 35 million individuals participated in the November 30 event in the US, a 6% increase over 2020. These donors gave an estimated \$2.7 billion over all, a 9% increase over 2020.



"This extraordinary show of generosity lit up the world against a backdrop of a dark two years," said **Asha Curran**, co-founder of the giving day and CEO of the nonprofit GivingTuesday. The day "was about millions of people celebrating their ability to meaningfully impact their communities and the world." *AP, 12-2*

### Data You Need to Know At Year End

For many nonprofits, the biggest fundraising days of the year will fall over the next four weeks. While donor surveys aren't always reliable indicators of future fundraising success, several recent studies suggest that donors at least plan to be generous.

- A greater share of people who gave at least \$20 in 2020 plan to continue to give now than at the start of the Covid-19 pandemic, according to the results of a July survey.

- Eighty-seven percent of those donors said they plan to continue giving — a sharp increase from the 78% who said that in September of 2020.
- Of those donors, 59% said they plan to give “more sparingly or carefully” than before. Seventeen percent of donors said they plan to give less in 2021 than previously.
- More than one-third of respondents in another survey of donors said they had given more during the pandemic than before it started.
- Among donors who started giving to a nonprofit during the pandemic that they hadn’t supported before, 29% said they were very likely to follow up that first-time contribution with a monthly gift.

New analysis from the **Association of Fundraising Professionals Foundation for Philanthropy** and **GivingTuesday**, suggests the strong giving of 2020 and the first quarter of 2021 has begun to taper off.

- While giving has not grown as sharply as it did in 2020, the pace of giving and the numbers of donors have remained roughly the same or even a little higher.
- The estimated number of donors increased by 0.7% in the first half of 2021 over the same period in 2020, while the total amount of money given is projected to have increased by 1.7%.
- In a reversal from last year, smaller organizations are experiencing fundraising growth in 2021, while larger groups are seeing some contraction.

The economy continued to grow in the third quarter, and the stock market is doing well. That should indicate positive conditions for fundraisers. A good economy is generally good news for giving. *COP, 11-22*

## We'd Like You To Know

### ***Transforming Institutions***



**Gannon University** in Ruskin, FL is a continuing Client Partner.



**Georgia Southern University** in Statesboro is a returning Client Partner.

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, institutions that help make our country a better place to live.

**[Take a look at our past and present Higher Education Client Partners.](#)**

### ***Our Transformational Fundraising Services***

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transformational Services.

***[Jump!](#)***

# Alexander·Haas

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