

Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



from the bright and organized office of
Sandra K. Kidd | Partner

How Was Your Giving Tuesday?

It started in 2012, as the nonprofit community's coda to the consumption-fueled Thanksgiving long weekend. After *Turkey Day* came *Black Friday*, then Small Business Saturday, followed by *Cyber Monday*. **Giving Tuesday** gave us the chance to pull out the credit cards once again, this time for the greater good.

Billed as a global day of giving fueled by the combination of the power of social media and collaboration, **Giving Tuesday** is a simple concept that gives nonprofits a free digital toolbox of how to and gives donors, literally, a world of choices. From a relatively modest start seven years ago (the campaign was announced just one month before kickoff in November 2012), **Giving Tuesday 2018** brought in **3.6 million gifts** totaling **\$400-million**, from **donors in more than 150 countries**. All online, all in 24 hours.

You will see below that the awareness of Giving Tuesday is growing as well.

Beyond the *tweets* and *Instagramming*, **Giving Tuesday** represents something bigger: it is the symbolic start of the season of giving, these December weeks when donors make more gifts to more organizations than at any other time of the year. Some donors have a prepared list of charities that they faithfully support every year. Others may give more spontaneously, moved by a

story or a heartfelt appeal. Some give to share their own good fortune, others have relatively little to share but give all the same to help someone else in need.

Scientists tell us that giving makes us happier, that altruistic behavior releases endorphins associated with pleasurable feelings. So skip the chocolate, or make one less trip to the mall (real world or virtual) and send the money to a nonprofit you admire. Let's keep the spirit of **Giving Tuesday** going all month long — and into 2020!

Wishing you all the best of this season of giving.

Giving THANKS

Not only is Thanksgiving around the corner, it is also time when you should be investing staff time gearing up for the last push for end-of-the-year giving. In preparation for that, do you thank your donors? Do you thank them enough? Do you thank them properly?



Here's a process you should have in place year round.

T is for Timeliness. Are your thank you letters sent promptly? Are you practicing good donor stewardship by making sure you are in touch on a regular basis?

H is for Honesty. Are you always open with your donors about your non-profit's financials, challenges, and needs?

A is for Asking. Did you ask for the gift? The number one reason donors give is because they were asked, especially by someone they respect and trust.

N is for Now. Who did you call today, and why? Successful fundraisers are constantly reaching out, making connections, seeking introductions, asking for gifts, and following up once the ask is made.

K is for Kindred Spirits. If you are passionate about your mission, you will connect with donors and volunteers who share your passion.

S is for Satisfaction. We have the good fortune to work with people every day who

give freely and joyously — of their treasure, time, and talents. And at this time of year, for this privilege, we are truly grateful.

**TAKE OUR
READINESS
ASSESSMENT**

CLICK HERE

ARE YOU READY

for a fundraising
campaign?

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Bits & Bites

The **Atlanta Women's Foundation*** held its annual *Numbers Too Big To Ignore* in October where it raised \$1.1 million to help transform the lives of women and girls. Gayle King, co-host of *CBS This Morning*, was the keynote speaker. *ABC, 10/31*

The **Girl Scouts of Greater Atlanta*** held its 7th annual *Second Century* luncheon in September. The organization raised more than \$33,000 to support the organization. *ABC, 10-31*

The **Center for Puppetry Arts*** founder and executive director **Vincent Anthony** is retiring effective December 31, 2019, and will transition into the role of Executive Advisor. He will focus his time on fundraising and assisting with a new strategic plan for the Center. **Beth Schiavo** will serve as interim managing director of the organization effective immediately. The Center was founded in 1978. *MetroAtlanta CEO, 10/15*

Morehouse College* received a \$13 million gift from **Oprah Winfrey** in support of the **Oprah Winfrey Scholars Program**. This new gift more than doubles her support for what is now the largest endowment in the school's history. *PND, 10/11*

Andrea Jaron, chief development officer at **Meals on Wheels Atlanta***, was named executive director of **Second Helpings Atlanta**. She replaces **Joseph Labriola** who left that position to become executive director of **PAWS Atlanta**. *ABC, 10/10*

Missy Dugan, president and CEO of the **Boys & Girls of Metro Atlanta*** has become senior vice president of government relations at the national office, **Boys & Girls Clubs of America***. *ABC, 10/3*

The **Fox Theatre Institute** (FTI) hosted an fundraising evening celebrating the state's historic theaters and FTI's tenth year of preserving and supporting Georgia's most significant historic resources. The event raised more than \$100,000. *MetroAtlanta CEO, 10/2*

The **Atlanta Police Foundation** launched \$35 million *Vision Safe Atlanta* campaign has raised more than \$37 million and the goal has been bumped up to \$42 million. Gifts include, The SunTrust Foundation \$3 million and The Coca-Cola Co. \$2 million, among others. *ABC, 9/26*

Gas South awarded six local nonprofits – **Atlanta Mission, Kate's Club, Los Ninos Primero***, **Nana Grants, Shepherd Center*** and **Sunshine on a Ranney Day** – with \$50,000 each. These *Impact Investments* will be used by the nonprofits to improve the lives of local children in need. *MetroAtlanta CEO, 9/23*

**Alumni Client Partner*

Crowdfunding Education Test in Atlanta

Atlanta Public Schools (APS) announced a new partnership with the national nonprofit **DonorsChoose.org** aimed at taking crowdfunding education to the next level. APS is one of 10 inaugural school district members of the DonorsChoose.org District Partnership Program and can tap into the organization's network of 3.5 million donors to support classroom projects, varying from books to laptops and other tools to enhance learning. Additionally, APS gets a more streamlined process that aligns the donations with



APS strategy and operations. DonorsChoose.org plans to provide \$250,000 in matching donations for their 10 inaugural school district partners.

"Atlanta Public Schools is grateful to have such a significant partnership with DonorsChoose.org," said APS Superintendent Dr. Meria J. Carstarphen. "To date the millions of dollars raised by our teachers by caring community members and organizations has helped transform classrooms and has provided thousands of APS students with engaging lessons that have enriched their learning experiences."

"We're thrilled to have Atlanta Public Schools as an inaugural member of the DonorsChoose.org District Partnership Program," said Charles Best, founder and CEO of DonorsChoose.org. "Through the hard work and innovation of Atlanta Public Schools teachers and administrators, the district has raised \$5.4 million towards classroom materials from donors across the country. I can't wait to see how the DonorsChoose.org community can support these educators even more through our partnership." *MetroAtlanta CEO, 9-27*

We'd Like You to Know....

Transforming Institutions

Welcome Returning Client Partner

The logo for Marist School, featuring the word "Marist" in a yellow box and "School" in a blue box.

Marist School in Atlanta is a returning Client Partner. We are honored to be working with this school again.

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!](#)

The logo for Alexander Haas, featuring the name "Alexander Haas" in a large, elegant, purple script font, with the tagline "TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES" in a smaller, purple, sans-serif font below it.

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