

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



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

## Four Do's & Don'ts for 2019

As you strategize and think through what 2019 will look like for your nonprofit organization, I encourage you to avoid making these four common mistakes. You can think of them as New Years Resolutions or just good advice from a fundraising consultant who's been helping nonprofits succeed for nearly 30 years.

### 1. DON'T Over-Solicit

We recently shared that 65% of donors who made first fit to an organization do not make a second gift. Why is that? Donors reportedly stop giving for the following reasons: 69% are over-solicited, 64% say communications are focused on asking for more money; 63% cite a lack of measurable results; 62% are no longer inspired by the mission; and 58% believe that the overhead costs are too high. In short, they are tired of feeling like an ATM without a connection to the organization.

### DO Show Genuine Gratitude

Donors are tired of being treated as transactions. Instead, organizations should be giving back to their donors – giving genuine gratitude, valuable information, and stories of their impact. We always recommend organizations take a donor-centered fundraising approach where donors are cultivated in on-going relationships, valued for their unique contributions, and thanked for their specific gift. Donors want to be thanked promptly. They don't want the thank you letter to be a listing of the latest accolades or accomplishments of the organization, and strictly forbidden is an overt or veiled request for more funding. They just want to be thanked.

### 2. Don't Put Any Warm Body on the Board of Directors (go here)....



## **It's All About Data Security – Or Lack Of**

In the span of just one month, we have learned of two massive data security breaches at Starwood and Quora affecting 600,000,000 or more individuals – many of whom are own staff members.

Are you next? Based on our visits to client sites around the country, you are probably in decent shape as long as your data is under your control. FERPA, HIPAA, PCI DSS, etc. have been around long enough that we have

had the lid clamped down tightly when it comes to our own internal systems.

But what happens when “your” data is no longer under your control? As more institutions evaluate SaaS and PaaS solutions for their advancement CRM and related fundraising activities, we must acknowledge that we are not always going to be in control of our precious data assets. We must rely on others to ensure our data are properly safeguarded when entrusted in their care.

The good news is that every primary SaaS or PaaS product in play for our use these days are very public regarding what measures they have taken to protect data. And our own internal security experts very likely have requirements we must check on before acquiring such a solution. Stanford University, like many others, has a website devoted to this topic.

**[But What Should We Look For? Go Here....](#)**

Successful Campaigns Require Planning  
**ARE YOU READY?**

Take Our  
CAMPAIGN READINESS  
Assessment

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**Listen and Learn....**



## Giving Tuesday Doesn't Stop on Wednesday

While #GivingTuesday is a major, nation wide giving campaign held each year the Tuesday after Thanksgiving, your donor and social media strategies should stretch beyond.

It's never too early to examine what worked and what didn't in your Giving Tuesday fundraising activities. In this episode of **Futures in Fundraising**, Muscular Dystrophy Association Executive Vice President and Chief Impact and

Philanthropy Officer **Adam Cotumaccio** joins Alexander Haas President and CEO, David King to share specific strategies for maximizing your #GivingTuesday reach along with tips for nonprofit leadership and growth to help your organization finish the year stronger next year!

[click on picture for podcast](#)



## Are You Listening to Our Podcast?



**NonprofitNews.com** thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)**.

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 to all our podcasts here....](#)

Intentional cultivations of major gift prospects can help donors understand the importance of their gifts in a confusing and increasingly competitive climate.

**JOHN TAYLOR  
PARTNER**

*Alexander-Haas*  
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**We'd Like You to *Know....***

**Transforming Institutions**

Welcoming Returning Client Partner

**aurora**  
T H E A T R E

**Aurora Theatre** in Lawrenceville, GA is a returning Client Partner. We are thrilled to continue our relationship.

**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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