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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 roving desk of
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Partner

Boosting Morale is Simple...But Not Easy

In every organization, people are undoubtedly the most important resource. The energy of a happy, healthy work environment can serve as a great recruitment and retention tool, as well as improve overall productivity and creativity. Conversely, low morale can zap the energy and productivity out of a team.

In the world of advancement, we often face work environments where employee morale is low for a myriad of reasons. There has been no shortage of challenging and difficult events affecting charities.

These scenarios can understandably create stress and uncertainty including closures, mergers, and personnel cuts. And those are but a few examples, which point to the many ways those of us in advancement can be dealt in the complex and challenging environment in which to do our work.

In an important and timely article in *Advancement Weekly* on boosting morale when times are challenging, several tips are offered to leaders working with a team or office environment

experiencing low morale: be direct, rebuild trust, and inspire others. And works for all kinds of organizations.

[Read more here...](#)

You Should Know....

Worried About a 2019 Recession: Publication asks David King for Insight

Because recession warnings are routinely flashing, *The Chronicle of Philanthropy* recently published articles about the possibility, if nonprofits should worry and things charities should be doing regardless.



The *Chronicle* reached out to Alexander Haas President & CEO **David King** who offers a few suggestions as to what groups can do, even now, when the wolf seems to be at the door.

"Identify what economic conditions affect your donor. David King, head of the Alexander Haas fundraising consultancy, says organizations sometimes worry over "the economy with a capital 'E'" — the global or national economic outlook. He advises instead to "go micro" and look at how key industries or regions are faring.

[Read more about it here.](#)

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Listen and Learn....

What Donors Really Want
Margaret Venable and **David Elrod**
of **Dalton State College** join
Alexander Haas President and CEO
David King to discuss the importance
of achieving HSI (Hispanic Serving
Institution) status and how fostering
student engagement on campus builds
university ambassadors for the future.

Plus, Margaret and David share their
thoughts on tuition costs, managing
large donor gifts, and how to

personalize donor communications.

[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.

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We'd Like You to Know....

Transforming Institutions

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.

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