



August 27, 2024



from the desk of
Sandra K. Kidd
Senior Partner

Remember Your ABCs

I am having some home renovation projects done this month. Because none are major, I am managing the projects myself, juggling the scheduling and sequencing of the plumber, the painters, the basement fix-it people, the tree service...you get the idea.

Serving as my own general contractor for these various projects reminds me of the importance of A) solid planning, B) good communication, C) proactive collaboration--and then D) flexibility when A, B, and C hit a snag. As you plan your fall 2024 stewardship, cultivation, and solicitation calendar, you will want to keep your ABCs in mind.

A) Solid Planning. Does your planning consist of taking last year's 2023 calendar and replacing "2023" with "2024"? If so, you may want to reconsider. While I am a firm believer that consistency is a good practice for annual fundraising, fall 2024 is different. This is election season--and Americans, including your donors, are getting bombarded with messaging. This fall, you want your annual giving solicitations to stand out in the crowd. You also may need to be more persistent in follow-up on your asks, using personal two-way conversations with donors whenever possible.

B) Good Communication. External communications with your prospects, donors, alumni, patrons, and friends will be most effective when they are clear, concise, personal, and pertinent. One tip: Count the number of times you say "I" or "we"--versus "you"--when crafting fundraising letters, emails, and texts (if you use text solicitations, please don't send one to me!). Your appeals should focus on your prospects' motivations, why they support your cause, and what they need to know to make an informed philanthropic decision.

C) Proactive Collaboration. Internally, a planning meeting with key staff in marketing, communications, fundraising, constituent relations, and volunteer management will help ensure that everyone is in sync for the coming months. Using your office and database management tools--common calendar, priority lists, dashboards--will help keep your internal team on schedule. And please be sure to report results out to everyone on the team, senior management, Board members, and fundraising volunteers.

D) Flexibility. You can rest assured that something this fall, next spring, next week,

will not go according to plan. When that happens, hit the pivot button! Good luck!

(As for me, I am back to waiting on the plumber, who promised to come no later than 6 pm today....)

[Our Team](#)

Don't Ignore Women in Your Fundraising

Is your nonprofit holding on to decades-old fundraising strategies that primarily target men — specifically older white men. Did you know that those strategies could result in the loss of billions of dollars in donations as women are becoming wealthier and more engaged in philanthropy?

With U.S. women expected to inherit up to \$30 trillion over the next decade, according to the Bank of America Institute, many more could join the ranks of Mackenzie Scott and Melinda Scott Gates. Already, women are changing the philanthropy world by spearheading more group funding approaches. Funding collectives, largely led and dominated by women, donated more than \$3.1 billion from 2017 to 2023, data shows.

Does your organization need to do a better job of appealing to these women? *The Women's Philanthropy Institute at the Indiana University Lilly Family School of Philanthropy* has published recommendations for how nonprofits can include women donors in their fundraising plans. [Check them out.](#)

[Our LinkedIn](#)

Speaking of Women...Nonprofit Gender Pay Gap is Widening

The gender gap in CEO pay at large nonprofits persists with female chief executives earning, on average, 77 cents for every dollar earned by their male counterparts—a decline from 82 cents in 2012.

A report by Candid found that median CEO compensation for nonprofits of all sizes reached a new high of \$132,077 in 2022 from \$118,541 in 2018—an increase of 11.4% over five years. Among CEOs at large nonprofits—with budgets over \$50 million—the median salary for male CEOs was \$559,770 compared to \$430,640 for female CEOs, a compensation gap of 23%.

According to the report, a substantial gender gap also persists in the leadership of larger nonprofits. While women are well represented as CEOs of smaller nonprofits—58% among nonprofits with budgets of \$250,000 or less and 61% for nonprofits with budgets between \$250,000 and \$500,000—among large nonprofits, women accounted for only 29% of CEOs.

[The report can be found here.](#)

[Our Facebook](#)

Our Team is Growing

Alexander Haas is honored to welcome **Jane M. Barghothi** to our team as Associate Partner. Jane has a background in higher education advancement and most recently was Vice Chancellor of Advancement at Appalachian State University, which had its largest fundraising year in its history under Jane's leadership.



Prior to that she served as Executive Director of Development at the University of Georgia, and she worked closely with the State Botanical Garden of Georgia to build the Deen Day Sanders Porcelain and Decorative Arts Museum. At the University of Wyoming, Jane focused on frontier and rural healthcare, highlighting the need for health professionals throughout the state. This included engaging and partnering with individuals, foundations, corporations and healthcare advocacy groups in and around the mountain west. [Her CV is packed with experience and results!](#) Welcome to the team Jane!

Client News

Congratulations to our Client Partner, **Kennesaw State University**, which received a \$25 million commitment from Wellstar to expand its partnership. This new collaboration will support the health, wellbeing, and performance of KSU student-athletes and builds on a longstanding partnership between the two institutions. Wellstar manages the University's on-campus student health clinics and is the named donor of KSU's Wellstar College of Health and Human Services and its Wellstar School of Nursing. In 2020, Wellstar made a \$9 million funding commitment to help KSU double enrollment in its Bachelor of Science in Nursing program, which is helping meet Georgia's urgent need for nurses.



KENNESAW STATE
UNIVERSITY

Haas Folder and Designer Honored

Congratulations to our friend, **Ira Jackson**, president of *Perfect Image*, who is the recipient of the **2024 Benjamin Franklin Award from the Printing & Imaging Association of Georgia**. Recognized throughout Georgia's print industry as the highest honor conferred to an individual, the award honors Jackson's long-term, major contributions to the state's print and graphic arts industry and to his community.

Jackson designed *The Legacy of Beatrice Hirsch Haas* which won Best Presentation Folder at the event. The folder was created in collaboration with the Association of Fundraising Professionals to recognize the life and legacy of Be Haas, our firm's founding partner. Each future recipient of AFP's *Be Haas Award* will receive a personalized booklet. Many of Be's friends and colleagues participated in the creation of the booklet. Again, many thanks and congratulations to Ira for bringing it to life.



We Know Atlanta Nonprofits

For more than 35 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 Client Partners

A Fresh Approach to Nonprofit Fundraising

Our services aren't cookie cutter. We don't operate with a boilerplate, merely changing names and locations. We craft each and every service we provide to match your unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your organization, your fundraising, and the people you serve.

Whether your need is Capital Campaign, Campaign Strategy Study, Annual Fund Campaign, Major Gifts, Leadership Annual Giving, Planned Giving or all of the above, we take a fresh approach to nonprofit fundraising.

Our Services



*A*lexander·Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

www.fundraisingcounsel.com
info@alexanderhaas.com

Headquartered in Atlanta, GA
404.525.7575