

Encore

A Spotlight on Philanthropy in the
Performing Arts

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



June 28, 2018

www.fundraisingcounsel.com



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

Insights Don't Come from Confidential Studies

Allow me to propose a scenario. Imagine you make widgets and are considering launching a new widget. Before you go to market, you would like to know if your customers will buy the new widget.

A consultant comes to you and says that for several thousand dollars, they will go out and talk with your top 30 customers about the new widget. The consultant will get feedback on what they like and don't like about the new widget and find out if they would buy the new widget, how many widgets they would likely buy and if there is anything you could do that would influence them to buy an even larger quantity of widgets. The consultant will also ask them what they like and don't like about your business, your other widgets and how you treat them as customers.

After the interviews are completed, the consultant will tell you if you should launch your new widget and how many widgets you are likely to sell. That would be really valuable information to have before you start making the new widget, right?

But there is a catch...

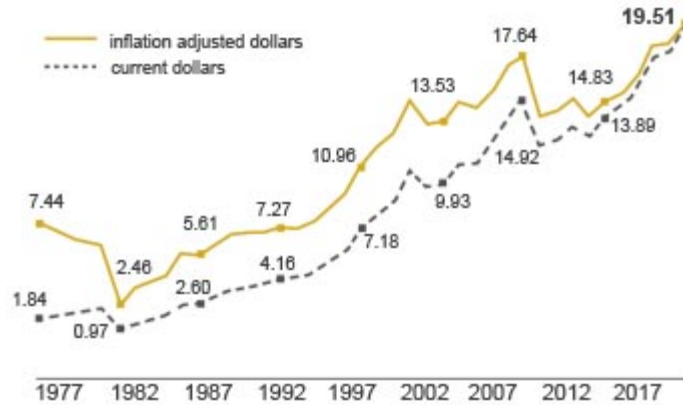
Giving to the Arts sees 8.7% Increase in 2017

Giving USA 2018: The Annual Report on Philanthropy for the Year 2017, was released in June 12th, marking another high point for American philanthropy. **For the first time, giving exceeded \$400 billion in a single year, increasing 5.2% at \$410.02 billion** (3.0% adjusted for inflation) over the revised total of \$389.64 billion contributed in 2016.

Giving to **arts, culture and humanities** organizations increased by 8.7 percent in current dollars in 2017 and was an estimated at **\$19.51 billion**. It amounted to 5% of total giving and is the **seventh-largest portion of charitable dollars**.

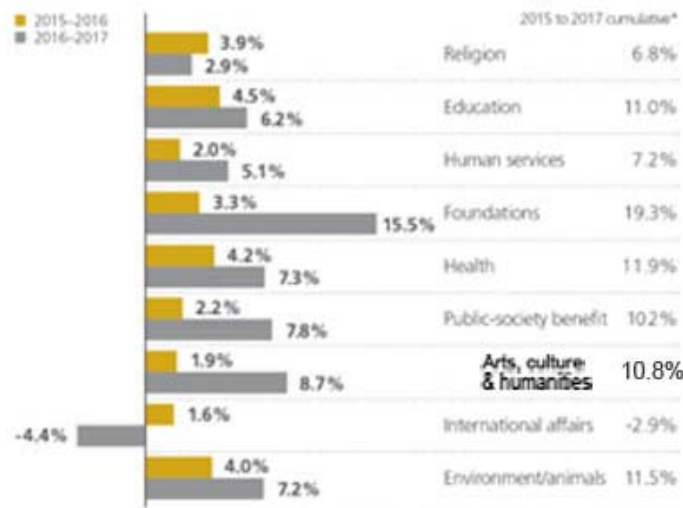
Giving to Arts & Culture 1977-2017

\$ in billions



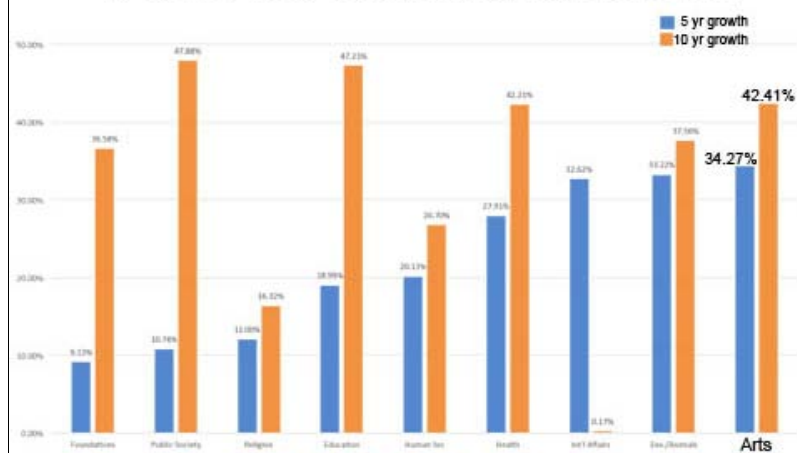
SOURCE: Giving USA Foundation / Giving USA 2018

Changes in Giving by Type of Organization

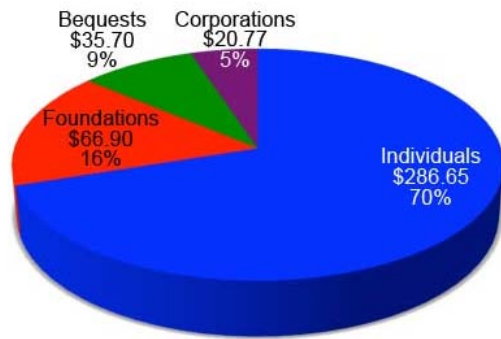


Source: Giving USA Foundation / Giving USA 2018

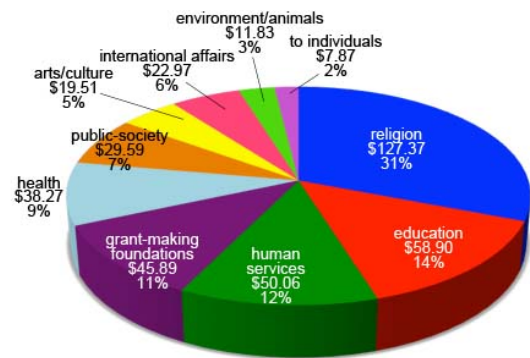
5 & 10 Year Growth Across Sectors



Giving by Source \$410.02 billion



Giving by Recipient



More information from the *Giving USA 2018* report can be found [here](#).

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)** [sic].

And there is no better time to check out what the praise is all about with this edition that features our President & CEO, **David King** as he **breaks down the numbers in the newly released Giving USA 2018**. [Take a listen.](#)



Turn their **NO** into a **YES!**

DOWNLOAD YOUR FREE GUIDE:
Overcoming Objections

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES



Best of the Web: Should You Ask Your *Employees to Give*

"One day someone is going to have to explain to me, slowly, how and why employees of a university are supposed to donate to said university."

That question, in response to a provocative blog, could apply to any nonprofit that conducts an employee giving campaign.

Our response is simple: Employees of a charitable organization are NOT expected to donate to it, but this doesn't mean they should not be invited to do so. Certainly, there should be no pressure to

give and no shame in not giving.

Have you read [John Warner's blog](#) on *Inside Higher Ed* dot com? While his piece offers one perspective, ours is very different.

[Here's our perspective...](#)

We'd Like You to Know....

Transforming *Institutions*

We are proud of our long history of providing fundraising consulting services to performing arts organizations.

[Check out our past and present *clients* here.](#)

Face It: Arts Organizations are Different Our Transformational *Fundraising Services*

Alexander Haas serves a cross section of performing arts organizations throughout the country. We specialize (and delight in) what makes you distinctive. As an arts institution, you have different needs at different times. We can help you create real results.

[Read all about them!](#)

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Piedmont Place
3520 Piedmont Road NE Suite 300
Atlanta GA 30305-1512
(404) 832-9200 info@fundraisingcounsel.com



This email was sent to: gingerchakalall@me.com

This email was sent by: Alexander Haas
Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)