

# Encore

A Spotlight on Philanthropy in the  
Performing Arts

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

## Ways to Empower Your Board for Success

Nonprofits could not achieve their goals without the collective manpower and connections of their board members. Yet, with the average board consisting of 16 individuals - each having other obligations and priorities in their lives - managing them effectively can be a challenge. Rather than struggling to reign in a troublesome board, here are four ways nonprofit leadership can set their board and organization up for success.

### **Define & Communicate Clear Expectations from Day 1**

When an organization comes to us with a perception that their board isn't functioning well, we can usually trace it back to a miscommunication when they initially asked a board member to volunteer. The expectations of the staff are often vastly different than what the volunteer assumes their role to be. It's imperative that nonprofits clearly define and communicate realistic expectations when asking someone to volunteer on their board.

### **Value Board Members as Individuals, Not a Group**

Nonprofits need to look at the skill sets of individual board members, their availability and time constraints, and make sure they are using each person where they can be most effective. For example, there may be one very busy board member who has the right connections but a limited amount of time to give.

**[Instead of inviting that person to 20 meetings...](#)**

## **The Day After The Day**

Our mission at Alexander Haas is to help clients develop fully



functioning Development Offices. This includes having an Event Strategy in place. Much of our work involves strengthening the ability of our clients so they can secure major gifts. A recent article written by **Brooke Battle**, founder of SWELL Fundraising, *5 Signs You Are Throwing a Party Instead of a Fundraiser*, highlights the importance Events play in this process.

One of our clients recently hosted an Event that marked its 10-year anniversary-quite a run for a single event. This same client is currently involved in a major Capital Campaign-the biggest in the organization's history. In fact, at completion of this year's Campaign, the organization should be prepared to move onto a national and international stage.

As usual the Monday after the Event, our consultant followed up with the development team. Typically, this is a hectic day. It's also the day when a collective sigh of relief resonates throughout the team. I was told the Event was a great success: goals were surpassed; more attendees participated than ever before, and for the first time in 10 years, registration went smoothly!

Then when asked the question consultants are paid to ask: "How many new donors did you identify?"

[Crickets.....](#)

**CLICK HERE**  
to hear the  
presentation  
and Q&A  
session

## Giving USA 2018: Results

*What do the findings mean for your subsector? David King, President & CEO of Alexander Haas, explains in this live recording.*

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**Listen and *Learn*....**

### **How to Navigate Change in Your Organization**

As your organization adapts to a new vision, your donors come along for the journey. And as your donors change, how they think about money and philanthropy may also change.

In this podcast, Alexander Haas President and CEO, **David King** is joined by **Jennifer Jones**, Assistant Professor of Nonprofit Management and Leadership at the **University of Florida** and **David Daniel**, Director of Field Operations for **The Nature Conservancy**. The two share recent research and specific steps your organization can take to maintain strong relationships with



donors.



## 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 up this is good stuff....](#)

## Get to Know...

### Team Member Spotlight: John Taylor

Meet **John Taylor**, Partner with Alexander Haas! As a Partner, John applies his extensive background in development to serve a wide variety of clients. For over 30 years, he has served as a leader in the field of advancement, campaign management, and board development and has helped nonprofit organizations around the world to enhance the operational aspects of advancement and assist them with strategic and campaign planning, preparation and execution.

In this month's **Team Member Spotlight**, John shares what inspired him to join the Alexander Haas Team, why he loves helping others and his favorite go-to resources for news and information in the fundraising field.



[Don't miss this spotlight...](#)

## 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!](#)



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