

Helping Hand

A Fundraising Newsletter to Help Those
Who Help Others

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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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 a first gift 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....](#)

Listen and *Learn*....



GivingTuesday 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...](#)

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To be successful, you need to know what shape your constituency is and make sure that you are crafting a strategy that fits that shape.

DAVID KING

Alexander-Haas



We'd Like You to *Know....*

Transforming Institutions

Welcome New Client Partner



Girl Scouts of Central Maryland in Baltimore is a returning Client Partner. We are excited to continue our partnership.



Jacksonville Humane Society in Florida is a returning Client Partner...an ongoing and enriching partnership.

For more than 30 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make our country a better place to live.

[See our comprehensive list of client partners...](#)

Our Transformational Services

Alexander Haas offers a wide range of fundraising consulting services for organizations of all sizes. Our priority is to help transform institutions that transform lives. Whether you are readying for a capital campaign or need to assess your annual fund, our services are tailored to each individual client.

[What can we help you with?](#)



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