



First Things First



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www.fundraisingcounsel.com



from the standing-desk of
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7 Sins That Kill Your Fundraising

Try as we might to always do the right thing, we are all sinners. In our everyday life, it might be as simple as sneaking a grape in the fruit department at the grocery, or exaggerating the size of a fish you caught; not admitting to eating the last cookie or not coming to a full stop at a stop sign.

Those may be small infractions that won't amount to much in the long run; however, the sins you commit in your fundraising endeavors could mean the difference between fulfilling your mission or shutting off the lights.

Here are seven sins we don't want you to commit.

1. Asking for money before engaging the donor.

Engage in a sincere and meaningful conversation with your top donors before asking for anything. Remember that asking for a gift is only one step in the "development process" and it usually is not the first step. You need to "develop" the relationship first and find the shared goals of your organization and the prospective donor.

2. Treating all donors the same.

You may not like it, but not all donors are the same. Small donors are perfectly comfortable responding to a snail mail or email request. Major donors require major investments of time and energy and a personal relationship and request.

3. Thinking that donors to other organizations will not give to you.

People give wherever they feel they can have an impact and most donors contribute to five or more organizations. Even a donor who is supporting one of your "competitors" may have a very real interest in the area that you are serving and want to support as many organizations as they can that are having a real impact on that issue.

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Healthcare Giving Evolving Away from Hospitals

The healthcare industry is changing dramatically. Traditionally, funds were raised to build large hospital buildings, acquire specialized equipment, and ensure proper and enhanced staffing with the expectation that everyone would eventually come to the hospital to receive care. With rapidly emerging technology, increased access, and sweeping changes to healthcare costs reimbursement models, healthcare institutions recognize they must adapt quickly or be left behind.

Increasing Access Points

Large hospitals are no longer the only access point for patients to receive medical care. Technology has advanced to the point where patients can now receive medical consultation via text, patient portals, or video chats. In addition, many institutions are now being rewarded through grants for keeping people out of the hospital.

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YOU HAVE UNIQUE CHALLENGES.

We have fundraising solutions.

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Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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Making a Global Impact in *Healthcare*

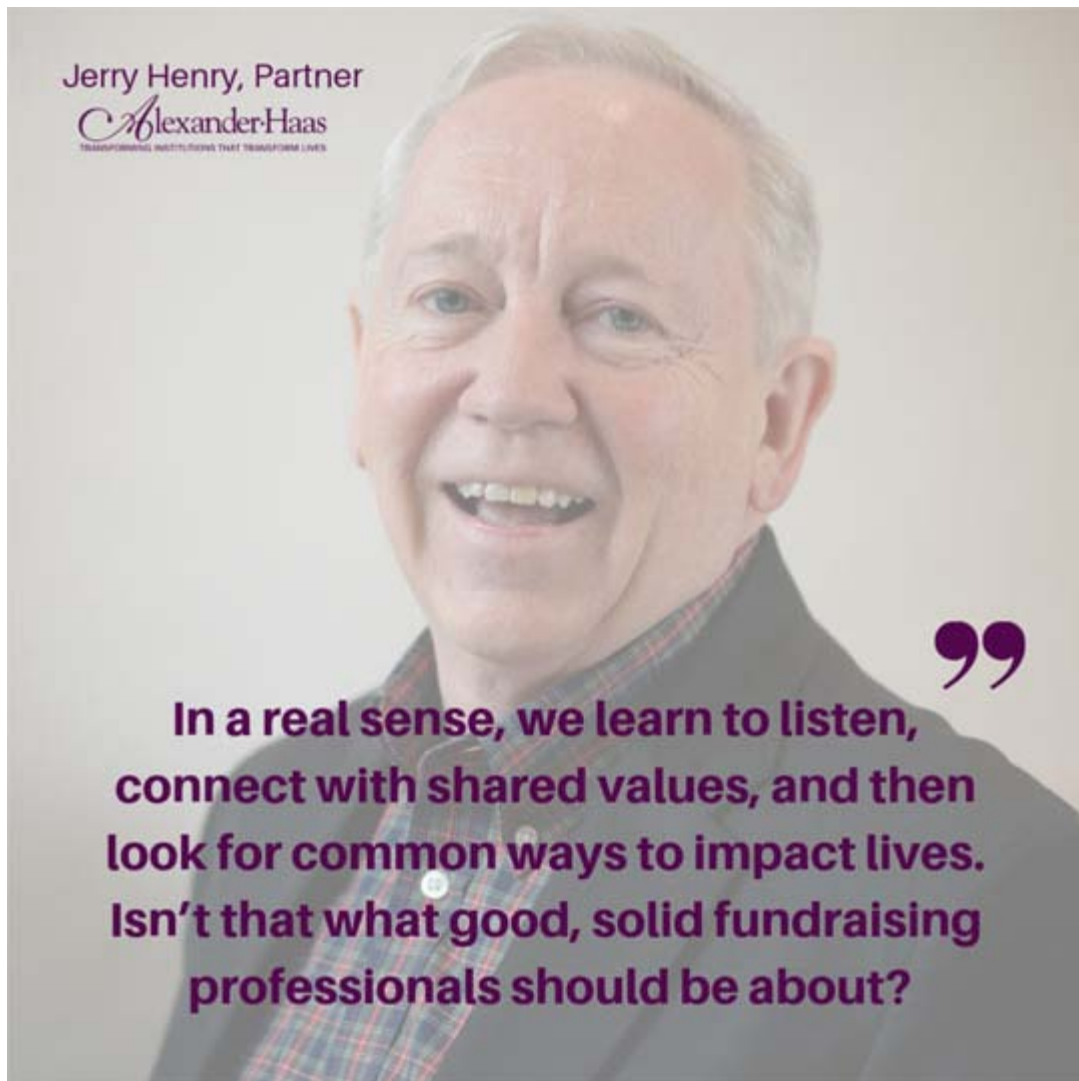
The impact of global health stretches far and wide, reaching communities locally and globally. **Maria Thacker Goethe**, Executive Director of **Georgia Global Health Alliance** joins Alexander Haas President and CEO, **David King** to discuss this initiative along with other insights including tips for running a successful nonprofit and how to build meaningful relationships with donors.

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Boys Club, Inc. in Cherokee, NC, is a new Client Partner.



St. John's Episcopal Church in Roanoke, VA, is a returning Client Partner.

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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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