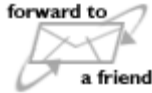




First Things First



April 9, 2020
www.fundraisingcounsel.com



G. Douglass Alexander, a Founding Partner of Alexander Haas, left this world this week. He was a southern gentleman who made a lasting impression on those he met with his passion for excellence, dry and sarcastic sense of humor, his knowledge of how to guide nonprofits to success, and his basketball hook shot. Our hearts are with his family. Doug retired from Alexander Haas in 2007, but his legacy lives on here at the firm that bears his name and with the thousands of clients the firm has served and continues to serve.

[Read about Doug's life and legacy here.](#)



from the Carolina-desk of
Jerry W. Henry | Partner

What Is Philanthropy?

Communicating clearly and effectively with our donors is a priority during the current crisis, but what exactly should we communicate? Let me suggest two quotes to get you thinking about how you communicate.

"Philanthropy is not about wealth or money at its core - the word means 'love of humankind.'" I often begin training or coaching sessions by helping

participants understand this nuanced definition to help move the focus from money to a broader focus on caring for others. I find that this breaks barriers and helps individuals realize their opportunities to be philanthropists!

Philanthropy is based on two Greek words: *philia* which translates to "affection, or warm friendship" and *anthropos* meaning "human." So, at its very root, philanthropy is about loving humankind.

In this period of pandemic fear and uncertainty, organizations such as yours must communicate with constituents - and especially with your major donors. For major donors, reach out by phone or email and let them know you are checking on their well-being. Listening to your donors helps them to feel more closely connected to your organization. Second, you should communicate how - in spite of the pandemic - your organization is continuing its mission. Share with them what you and your staff members are doing to take care of yourselves and the organization. Sharing how you are doing as an organization often generates a question from the donor such as "And what can I do to help?" This question leads to the second quote I often share.

"Donors give to organizations that have clearly-defined needs, not to needy organizations." Here's another nuanced thought to communicate. Determine how you might communicate your needs without saying "woe is us!" Everyone is concerned right now and the impact of COVID-19 is impacting everyone - business is NOT as usual! Communicate honestly with your donors to clearly communicate the current state of the pandemic's impact on delivering your organization's mission. Collect authentic stories about the individuals your organization serves and clearly explain how these individuals depend upon your organization. Explain how you are being an effective steward of the resources you have yet don't fear asking for what you truly need.

Today, human service organizations, as well as any other nonprofit organizations, can communicate the "love of humanity" in meaningful ways while also describing the critical support needs for their on-going missions. Using "heart" and "head" will help us navigate these challenging times.

Stay safe and healthy!

You Should Know....

Foundations to Move More Money Faster

Many foundations are adopting "time is of the essence" as their new standard operating procedure...tossing aside their own grant-making rule books as they find ways to get money to struggling nonprofits. As the coronavirus continues to worsen, more and more foundations are adapting polices that will lessens the number of hoops nonprofits have to jump through to land precious grant money.

[Read here](#), how many are doing just that.

More Help is a Click Away

There are a lot of resources out there that provide information to help you get through this unprecedented time in fundraising. Here are a few that we believe are worth checking out.

The **Alliance for Strong Families & Communities**: Provides Webinars and online discussions for organizations addressing coronavirus. [Get started here](#).

The **Community Foundation Pubic Awareness Initiative**: Offers a state-by-state collection of relief funds to support those affected by the pandemic. [Go here.](#)

The **Council of Nonprofit Organizations**: Also offers an updated list of state resources for charities in need. [Click on your state here.](#)

News You Can Use

It Bears Repeating: Stimulus Bill Includes Help for Nonprofits

The \$2 trillion stimulus signed by President Trump, expands the charitable deduction to all taxpayers for a year, makes nonprofits eligible for federal loans that could be largely forgiven, and boosts tax incentives for corporate giving, according to nonprofit analysts. The stimulus bill will allow nonitemizers to deduct up to \$300 in cash giving for the 2020 tax year.

For those who itemize, the bill lifts the cap on annual giving from 60% of adjusted gross income to 100%. For corporate charitable giving, the bill raises the annual limit from 10% to 25% of taxable income. The cap on deductibility of food donations from corporations would increase to 25% of taxable income, up from the current 15% cap.

[Go here](#) to get more information about how the stimulus bill will benefit nonprofit organizations.

#GivingTuesdayNow

GivingTuesday announced **#GivingTuesdayNow**, a global day of giving and unity, set to take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. The last #GivingTuesday, 12-3-19, generated \$2 billion in giving, just in the US alone.

It's a month away. Time to start alerting your audience and organizing your appeal.

[Go here](#) for help with making the most of the opportunity.



We'd Like You to Know...

Transforming Institutions



Huie Nature Preserve Foundation in Morrow, GA is a new Client Partner.

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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