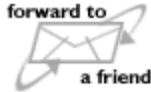


# Helping Hand

A Fundraising Newsletter to Help Those  
Who Help Others

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

## First Things First



November 19, 2020  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the home-office desk of  
**Sandra K. Kidd** | Senior Partner

## 10 Tips for Giving Tuesday

**Giving Tuesday 2020** is December 1—and we already know this year will be different. A record number of charitable groups are expected to participate. Since its start in 2012, Giving Tuesday has grown every year. In 2019, the event raised \$511 million in online gifts, and the total of offline and online gifts made for Giving Tuesday neared \$2 billion.



Whether you're a Giving Tuesday veteran or this is your first time to plan an online giving day appeal, here are ten tips you can use for December 1st.

1. **Start now.** If you have donors who like to give at years end, ask them to consider making a gift in November leading up to Giving Tuesday. Also consider asking one or more donors to match all Giving Tuesday gifts so that online givers can double their dollars.
2. **Make sure your email list is up to date** to minimize the number of bounced emails.
3. **Prepare a digital "elevator speech"** for your Giving Tuesday appeal: Can you articulate your mission in under 2 minutes?
4. **Be inspirational.** Use a quote from a donor, Board member, or a staff member about why your work matters.
5. **Send a message of hope, not despair.** We all know this has been a tough year, so strive to make your message a positive one. Don't focus on how little you have, but on how much more you can do through the generosity of your givers.
6. **Go visual.** A 1-2 minute video or 3-5 photos can make a big impression. When you can, use images and voices of people who benefit from your organization's

work...with their permission of course.

7. **Focus on collective impact, not competition.** Some online giving days in the past thrived on which constituency could raise more money or get more donors. This year, think about emphasizing the collective impact of your donors giving together.
8. **Include a financial snapshot** or links to your online financial or annual reports. Create a simple pie chart of revenues and expenses or use a graphic to show where a donor's dollar goes.
9. **Ask for specific amounts.** Creating specific choices for donors helps them find the level that is right for them. If your average gift last year was \$100, consider promoting giving options of \$200, \$120 (\$10 per month), \$50, and other.
10. **Say "Thank You,"** not once but several times over! Make sure your donors know that you appreciate their support, not just on December 1, but all year-round.

It starts with an email.....  
and ends with 30 minutes of  
fundraising counsel\*

info@fundraisingcounsel.com

\*free time

**CONTACT US TODAY**

**Alexander-Haas**  
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## We Think You Should Know

### Giving Was Up 7.5% in the First Half of 2020

According to a new survey, charitable giving in the first half of 2020 increased by almost 7.5% over the first half of 2019. That marks a big shift from the first quarter of this year, when giving was 6% behind the same period in 2019. The second quarter also marked a five-year high in the number of donors and contributions.

- Donors who gave less than \$250 were a major driver of growth, increasing 19.2% over the first six months of last year.
- The number of midlevel donors, who made gifts of \$250 to \$999, and major donors, who made gifts of \$1,000 or more, increased year-over-year by 8.1% and 6.4%, respectively.
- The overall number of donors increased by 7.2% over 2019, with new donors increasing by 12.6%.
- Donor retention increased 1.8% overall. Despite a sharp decline in the number of new 2019 donors retained in 2020, the number of repeat donors retained or recaptured from previous years increased sharply in the second quarter.

The results are from the *Fundraising Effectiveness Project*, which is managed by the **Association of Fundraising Professionals** in collaboration with **GivingTuesday** and analyzes donation data from the *Growth in Giving Database*. COP, 10-6

**Jeff Bezos** announced the first recipients of his \$10 billion **Earth Fund**. The Earth Fund, launched in February, is designed to combat the effects of climate change by issuing grants to scientists, activists and other organizations in their efforts to “preserve and protect the natural world.” The 16 initial recipients will receive \$791 million in donations. The top donations include **The Nature Conservancy, Natural Resources Defense Council, Environmental Defense Fund, World Resources Institute** and the **World Wildlife Fund**, which will each receive \$100 million. CNBC, 11-16

**Donald Wood**, a medical researcher and vice president of institutional effectiveness at Odessa College, will be the next president and CEO of the **Muscular Dystrophy Association**. COP, 11-13

**Fay Twersky**, a vice president at the **William and Flora Hewlett Foundation**, will be the next president of the **Arthur M. Blank Family Foundation**. She will succeed **Penelope McPhee**, who is retiring after leading the foundation for 17 years. COP, 11-13

**Humana** and the **Humana Foundation** awarded more than \$2.2 million in support of COVID-19 relief and hurricane recovery efforts in Louisiana. Recipients include five **Feeding America** member food banks, local **Volunteers of America** and **March of Dimes** organizations, and **Federally Qualified Health C**, all providing support for COVID-19. PND, 11-12

**Volunteers of America National Services** received a \$3 million grant from the **Wells Fargo Foundation** in support of permanent supportive housing for homeless veterans. PND, 11-11

The **Atrium Health Foundation** (Charlotte, NC) received a \$7.5 million gift from the **George Shinn Foundation** in support of Atrium Health's regional stroke network. The gift will establish the *George Shinn Comprehensive Stroke Center at Carolinas Medical Center*. PND, 11-5

**American Express** committed \$50 million to support nonprofits globally as part of a \$1 billion plan aimed at promoting racial equity. The company plans to award \$50 million in grants by the end of 2024 to nonprofits led by people of color or members of underrepresented groups, including organizations working to address inequality and promote social justice. PND, 11-5

**Morgan Stanley** committed \$2.5 million in support of hunger relief organizations worldwide. The commitment builds on previous employee donations in support of COVID-19 relief totaling \$2 million. According to Feeding America, 54 million Americans could be food insecure by the end of the year, while donations of food have dropped some 55%. PND, 10-31

**HealthMPowers** received a grant from the **Anthem Blue Cross** and **Blue Shield Foundation** for *Girls Empowering Movement*. The \$100K, one-year commitment will support new physical activity programming. *Metroatlantaceo.com*, 10-14

**Children's Healthcare of Atlanta** received a \$200 million gift from the **Arthur M. Blank Family Foundation**. The largest gift in the healthcare's system's history, the gift will support a new pediatric hospital to be named the **Arthur M. Blank Hospital**. AJC, 10-13

## We Think You Should Know

### Donors Rely Less on Trust When Giving to Charity

Based on surveys conducted in December 2017, 2018, and 2019 and in March and August 2020, a new report found that the share of respondents who rated the importance of trusting a charity before making a gift as essential fell from 73% in 2017, to 69.8% in 2018, to 65.4% in 2019 and 63.6% in 2020.

According to the report:

- Older donors were more likely to place high importance on trust as a factor in their giving decisions (79.5% of "matures" and 81.7% of boomers), compared with 53.2% of millennials and 50% of Gen Zers.
- Respondents who put a high priority on trust were more likely to donate than those who didn't (75.2% vs. 65.2%).
- The share of respondents who said assessing a charity's trustworthiness was "easy" declined between 2019 and 2020, with the largest drops among African-American (24.4% to 15.1%) and Latinx (from 25.6% to 9.9%) donors.
- While charities continued to be viewed as more trustworthy than other sectors and institutions, including organized religion, banks, business, media, and government, they were "highly trusted" by only 16.8% of respondents, down from 19% in 2017.
- The share of respondents who reported giving to a nonprofit that was not a house of worship fell in 2019, to 57.7%, from 68% in 2017.

*The 2020 Donor Trust Report: The Pandemic and a Three-Year Retrospective* can be found [here](#).

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### **In-Depth Look at Those Gifts**

By mid-May, nearly a third of U.S. households had made a charitable donation in response to the COVID-19 pandemic. A report from the **Women's Philanthropy Institute at the Indiana University Lilly Family School of Philanthropy** found that:

- 32% of respondents said they had given directly in support of a charitable organization, individual, or business.
- 48.3% said they had provided indirect support — for example, by ordering takeout to support a local restaurant and its employees or continuing to pay individuals and businesses for services they could not render — including 58.4% of those between the ages of 18 and 29 and 52.6% of those between the ages of 30 and 44.
- 6.7% gave more to faith-based charities, while 21% gave less.
- 18.1% of respondents said they gave more to charities working to respond to pandemic-related health and basic needs, while 19.4% gave less.

Asked how various impacts of COVID-19 have affected their giving:

- 32.8% said they gave less because of uncertainty about the future economic impacts of the

pandemic.

- 28.1% said they gave less because of uncertainty about the further spread of the virus.
- 27.7% said they gave less because their income had fallen as a result of lockdowns.

PND, 9-2

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

### ***Transforming Institutions***

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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