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## Giving Tuesday Hijacked My Inbox

by David H. King  
President & CEO

Let me start by saying that we at Alexander Haas are strong advocates for **Giving Tuesday** and anything else that promotes the growth and expansion of philanthropy.

But (and you knew that was coming), I'm sitting here on Tuesday, November 28, watching my inbox fill up with Giving Tuesday solicitations. I quit counting them when it got to 35 by 10 a.m. Some of these are organizations that I've already made my annual gift to for 2023. Some are organizations that I have not supported in years. I received a solicitation from two organizations (including what seems like one an hour from one of them) to whom my only gift – ever – was a memorial gift for a friend who passed away. At this point, it is only 10:51 as I type this; I have moved on to just deleting them unread. And they are still pouring in.

I will acknowledge that, by virtue of my 30 years of working with nonprofits, I'm probably in more nonprofit databases than the average person. With that said, what I have noticed about the ones that I have read is that they are basically all the same. Essentially, they are asking me to give because it is Giving Tuesday. They are not making a case that they are worthy of the gift. They are not making the case that they are addressing a real need in a meaningful way. They are not telling me about their aspirations and plans that my support will help them to fulfill. Nope, they are telling me that I should give because it is Giving Tuesday. It reminds me of calls I get from time to time from organizations who tell me, "Next year is our 50th anniversary, so we want to have a big capital campaign". When I ask what the campaign will fund, the answer is usually, "We have not figured that out yet, but we want to have a campaign." Folks, the marking of an anniversary – no matter how significant – is not in and of itself a compelling reason to give. And frankly, neither is the fact that it is the Tuesday after Thanksgiving.

Giving Tuesday has led some to abandon critical aspects of effective fundraising. Number one is – you must have a compelling case for support. I think in the rush to "get in on" Giving Tuesday, many organizations' strategy is to simply bombard people with email and remind them that it is Giving Tuesday. I wonder how long that will continue to work?

As I said in the open, I support Giving Tuesday. Spotlighting philanthropy is a very good thing. However, solicitation messaging has become routine for many, and the focus is on the volume rather than the quality of communication. It is time to get back to making the case and using some creativity to capitalize on Giving Tuesday.

By the way, I vowed not to open any social media on Giving Tuesday, as I knew it was going to be consumed with Giving Tuesday appeals.

[Our Team](#)

# GIVING TUESDAY

## Results Flat

Donors contributed \$3.1 billion to U.S. nonprofits on GivingTuesday, roughly the same amount as last year, which marked a record high for the giving day. This year's donations were up by less than a percent, just \$20 million.

Lower participation could be one reason the day failed to bring in significantly more donations than it did in 2022. Just 34 million people made contributions on GivingTuesday, down 10% from last year.

"We are concerned to see a decline in participation in line with giving trends from the past year," **Asha Curran**, CEO of GivingTuesday, said in the news release announcing the figures.

"GivingTuesday's mission is to inspire generosity among as many people as possible, not just raise as many dollars as possible." *COP, 11-29*

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## Religious Charities Slip To Third Place In Donors' Perceptions

Religious organizations, defined as houses of worship and other religious charities, have been bumped from the top spot by veterans' nonprofits in the annual BBB's Give.org research on donor preferences.

Slightly more than 1 in 4 (26.1%) American adults reported highly trusting religious organizations when the new data was developed in December 2022 and released today, as compared to 32% in 2017 when the study was launched. Religious organizations dropped to third behind veterans organizations (27.9%), and not-for-profit hospitals (27.1%), in the most trusted charity categories.

Report highlights include:

- In December 2022, the most trusted charity categories were veterans organizations (27.9%), not-for-profit hospitals (27.1%), religious organizations (26.1%), animal welfare

(25.9%), and social service charities (24.9%).

- Religious organizations are still the most highly trusted charity category among Matures and Boomers. 34.8% of Matures report highly trusting religious organizations, as compared to 18.4% of Gen Zers.
- 37% of participants with household incomes between \$70,000 and \$200,000 are open to solicitation, with 12.6% expressing a desire to be approached more often by charities and 24.4% saying they might be willing to give more if approached. By comparison, 29.4% of participants with household income above \$200k report being open to solicitation, with 15.4% expressing a desire to be approached and 14.1% saying they might be willing to give more if approached.
- Wealthier participants are more likely to “highly trust” 10 out of 13 charity categories. The three charity categories with higher trust among lower-income households were veterans organizations, youth development, and police and firefighter organizations.

For a copy of the report, [go here](#). *NPT, 11-27*

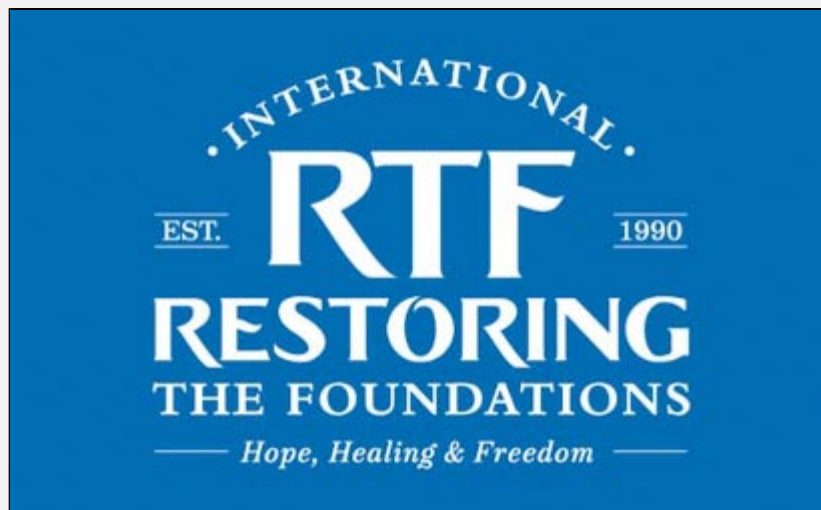
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## Rockefeller Foundation Commits Endowment to Net-Zero Climate Strategy

The Rockefeller Foundation has announced a new climate strategy that will target net-zero greenhouse gas (GHG) emissions for its endowment of \$6 billion by 2050, making it the largest private U.S. foundation to date to pursue a net-zero endowment.

The endowment will contribute to the global decarbonization effort, accelerating the work needed to meet the goals of the 2015 Paris Agreement. In addition to regular reporting of progress, the foundation will convene investors, peers, and experts to advance broader collaboration toward net zero, with the first event to take place in early 2024. The strategy centers on engagement with asset managers and others on data, disclosures, and decarbonization plans; investment in climate solutions and other climate-focused strategies; and influence by leading convenings and advancing collaboration, standards, best practices, and shared learning. *NPD, 11-29*

## Welcome New Client Partner



## We Know Social Service Organizations

For more than 35 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 across the country that help communities be a better place to live.

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## A Fresh Approach to Fundraising

Our services aren't cookie cutter. We don't operate with a boilerplate, merely changing names and locations. We craft each and every service we provide to match your organization's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your institution, your fundraising, and the community you serve.

Whether your need is in Capital Campaign, Annual Fund Campaign, Major Gifts, Leadership Annual Giving, Planned Giving or all of the above, we take a fresh approach to nonprofit fundraising.

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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)  
[info@alexanderhaas.com](mailto:info@alexanderhaas.com)

Piedmont Place | 3520 Piedmont Place NE, Suite 450 |  
Atlanta GA 30305-1512 | 404.525.7575