

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

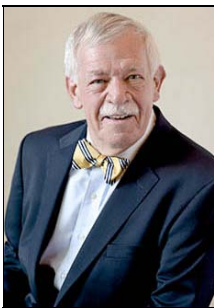
Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

## First Things First



March 1, 2018

[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the coastal-desk of  
**David T. Shufflebarger** | Senior Partner

## Giving Up from Fewer Donors

Despite encouraging news that giving in America reached almost \$400-billion in 2016, there are signs for concern when it comes to the number of people giving.

A recent *Chronicle of Philanthropy's* analysis found only 24% of those who itemized in 2015 reported a gift. That was down from 30 to 31 percent between 2000 and 2006. Two university studies documented a similar decline among all households.

Between 2000 and 2014 the *Philanthropic Panel Study* by the *Lilly School of Philanthropy at Indiana University* showed the number of households making a gift declined from 66.2% to 55.5%.

An obvious assumption is that the Great Recession had a major impact on household giving, but the trend started before that, dropping from 67% in 2004 to 65% in 2006.

There is evidence that the recession had an impact on middle-income families. The *Chronicle* noted that among those who itemized charitable deductions on their tax returns between 2000 and 2014, the share of reported giving from families making more than \$100,000 grew from 43% to 75% meaning the share from those below \$100,000 dropped from 57% to 25%.

There is no consensus on what caused these declines...

**[but there are several points worth noting:](#)**

## About That Bumpy Ride...Don't Panic

Last month, Alexander Haas President & CEO David King wrote in this very newsletter that the new tax laws, put in place in January, would no doubt have

some effect on philanthropic giving. He cautioned then that the next few months could get bumpy for fundraisers.

This month, ***The Chronicle of Philanthropy*** turned to David when reporting on new bumpy challenges for the philanthropy community....the Dow Jones decline. On February 5th, the Dow experienced its worst point drop in history. On February 8th, investors saw the second-worst point drop.

First tax rules, now the stock market...smells a lot like the Great Depression of 2008, which punched giving squarely in the gut.

from the article

*"When we see a drop in the Dow, we flash back to the fall of 2008 and think the sky is falling," says **David King, chief executive of Alexander Haas**, a fundraising consulting company in Atlanta.*

*But experts say the Chicken Littles should chill - at least for now. A market crash is defined as an abrupt decline of 20 percent or more in value, as in 2008. So far, stock values have declined by no more than 10 percent compared with the year's high, far from crash territory.*

*"We saw organizations stop capital campaigns in 2009. But that's not where we are now," King says.*

[Go here to read the article \(subscription may be required\)...](#)



A dark-themed advertisement with a background of a hand holding a pen over a document. The text is white and centered. At the top, it says "Successful Campaigns Require Planning" in a large font, followed by "ARE YOU READY?" in a very large, bold font. Below this is a white rounded rectangle containing the text "Take Our CAMPAIGN READINESS Assessment". At the bottom, the Alexander Haas logo is visible, featuring a stylized 'A' and the text "Alexander Haas" with the tagline "TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES" underneath.

## Great News

### From Grand Fundraising to Grand Opening

The **O'Keeffe Welcome Center** in Abiquiú, NM will have its grand opening on Saturday, May 19, 2018. The event will be free and open to the public.

This new extension of the **Georgia O'Keeffe Museum, an Alumni Client Partner of Alexander Haas**, joins the historic Home and Studio as part a regional celebration of Georgia O'Keeffe's legacy. Last year the Home and Studio had record-breaking attendance of over 13,000 visitors. The Welcome Center will help accommodate the growing needs of increased tourism.

*We are proud to see this exciting result of successful fundraising activities come to fruition.*



Listen & Learn....

### **The How & Why of Data & Digital Giving with Quinetha Frasier**

Giving has changed. Many of us have phone in hand most of the day and spend hours in front of our computers. **Quinetha Frasier** joins the podcast to share how **MyPledger** is making the switch to digital giving easier, for both organizations and donors, and why tracking the success of campaigns through data is essential.



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 up this is good stuff....](#)

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

### ***Transforming Institutions***

We are proud of our long history of providing fundraising consulting services to museums across the country.

Take a look at all of our past and present museum [Client Partners](#).

### **Face It: *Museums* are Different Our Transforming Museum Services**

**Alexander Haas** serves a cross section of museums throughout the country. We specialize (and delight in) what makes you distinctive. As a museum, you have different needs at different times. We can help you create real results.

[Read all about them!](#)



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