

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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



from the standing-desk of  
**David H. King** | President & CEO

## The Hiring Conundrum: Experience vs Relationships

Should you hire someone who has a strong background in development or someone who already has relationships in the community? This is a question we hear often from nonprofit leadership. The answer is simple. I believe a proven history of successful fundraising trumps existing relationships 100% of the time, and here are four reasons why:

### 1. Their relationships aren't with your museum.

If a development officer's relationship with people is based on their role as a development officer at another organization, there is a good chance those relationships will not follow them to their new role. Those relationships are based on their role at another organization, not at yours. Not to mention, there is the possibility that the development officer leaving that organization for another could actually damage donor relationships in the process.

### 2. Donor interest doesn't transfer based on relationships.

The personal relationships development officers have with donors is not why those donors are giving. Donors give significant gifts to causes they believe in and organizations they trust, not because they like the development officer who is soliciting them. If the donor does not believe in the organization or the cause, the relationship they may have with a staff member is not going to move them to a major gift.

Donor interest is not transferable just because of a personal relationship. Consider this study on donor motivations - influence from others is at the bottom of the list of how donors choose a cause or organization to support. If you are a history museum and hire a development officer who was previously president of the Junior League and "knows everyone in town" (or my least favorite, has a great contact list), do you really think those relationships will translate into contributions to the museum? Probably not.

[There are two very important reasons here....](#)

## Did you download our new *guide*?

### *A Guide to Selecting Fundraising Counsel*

The decision to engage outside counsel is an important step for your organization.  
Inside our guide you will find information on the 6 crucial steps to selecting counsel.

[Get to Guide](#)

## David King Live on Business RadioX

As we head into the last quarter of the year, it's important to know how the



new tax laws could impact you year-end giving. Our President and CEO **David King** talks with **Atlanta Business RadioX** about the tax reform's expected impact and discusses current trends in philanthropy and nonprofit giving.

Listen to the live broadcast [here](#).

## Another Successful Conference

### SEMC Brings Innovation and... Innovation

**Sandra Kidd** is back from another successful **Southeastern Museum Conference** in Jackson, MS. In addition to Alexander Haas' sponsorship of the Directors and Trustees Luncheon and Leadership Forum, Sandra was part of roundtable discussion on **innovative board recruitment**.

Didn't make this session? Here's a point you should consider when recruiting board members: Check out alumni of your local Leadership forums. Many cities or counties will have a program like Leadership Atlanta or Leadership Gwinnett, two examples in our area. We will be sharing more recruiting tips in upcoming issues.



Here's another of Sandra's favorite things from Jackson:

"The new **Two Mississippi Museums** are amazing. Under one roof, and sharing visitor services like ticketing and gift shop, one Museum represents the history of the state, and the other represents Mississippi's pivotal role in civil rights."

## Listen and Learn...



### Not on Social Media? There's Consequences

"If you are not on social media, participating in conversations, your voice is absent as a nonprofit."

**Peter Panepento**, Philanthropic Practice Leader at **Turn Two Communications** joins Alexander Haas President and CEO, David King to share tips for strengthening donor relationships and generating awareness via social media, the press and other media outlets on this edition of *Futures in Fundraising*.

[Click here or photo to watch.](#)



### Are You Listening to Our Podcast?



**NonprofitNews.com** thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)**.

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 to all our podcasts here....](#)



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When we conduct assessments, we make it a point to first speak personally with everyone who has a hand in the development program.

Sandra Kidd  
Partner



## 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 Transformational 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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