

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

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TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

## First Things First



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[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.

## Museums in the News

### A Client's Virtual Success Story

When **The Columbus Museum**, our Client Partner, closed in March, the museum had to rethink the way people could *visit*. Today, the building is back open to the public; but the *Virtual Museum*, developed by staff during the closure, was so successful it is now a permanent fixture.

Recently, Director **Marianne Richter** sat down to discuss the Museum's online offerings and why it's going to stick around. We'd urge you to **take a look at the video** to see how it all came about. And remember, you can visit the the Columbus Museum from your armchair anytime you want.

### Impact of Remote Learning on US College Museums

As many US museums are reopening their doors back to visitors (albeit with strict restrictions), college museums, by and large, face great uncertainty as their respective institutions have implemented partial or complete distance learning options.

**Spelman College Museum of Art** had recently opened a traveling exhibition conceived by Theaster Gates before the Covid-19 pandemic forced it to close in mid-March. The exhibition, Theaster Gates: The Black Image Corporation, an exploration of the archives of Johnson Publishing, was a major coup for a small museum.

"It was a moment of love and attachment, followed by loss," says **Andrea Barnwell Brownlee**, former director of Spelman's campus museum, who was just named director and chief executive of The Cummer Museum of Art & Gardens\*. The exhibition was an immediate hit with the students, many of whom did not grow up with Johnson Publishing's iconic magazines *Ebony* and *Jet*, according to Brownlee.

The Spelman museum remains closed through the end of 2020, at minimum, and is making objects in its collection available to students via online presentations. Brownlee says the institution has chosen to focus on digitizing the museum's collection rather than developing an extensive program of online events. "The last several months have been very complicated," she says, "but we've relished the opportunity to be quiet and inward. We didn't feel the impulse to get out in front of the Zoom superhighway." Read the entire article [here](#).  
*The Art Newspaper, 10-20*

### SEMC Virtual Virtual Program Wraps Up

The **Southeastern Museums Conference (SEMC)** wrapped up its *Virtual Program Series* in October with record participation and excellent reviews. The Fall 2020 Virtual Programs this year replaced SEMC's

annual fall conference, which went digital due to COVID-19 precautions.

Alexander Haas Partners **Carl Hamm** and **Sandra Kidd**, along with **David Butler**, Executive Director, **Knoxville Museum of Art**, presented *Navigating Modern-Day Dilemmas in Fundraising* as part of the *Leadership* track. Topics included the value of financial transparency, good donor stewardship, and ways to engage patrons, leaders, and members in conversations around diversity, equity, access, and inclusion.

## Movers & Shakers

**John Waters** is bequeathing approximately 375 prints, paintings and photographs to the **Baltimore Museum of Art**. In recognition of this gift, the museum will rename two bathrooms in the East Lobby *The John Waters Restrooms* in honor of the cult filmmaker and visual artist. The domed room in the European art galleries also will be christened *The John Waters Rotunda*. *Baltimore Sun*, 11-12

In a new memo, **Association of Art Museum Directors** board president **Brent Benjamin** explained the industry group's new guidelines about deaccessioning. While using the funds to support "long-term needs" is tempting, it should be discouraged, he said. Read more [here](#). *ARTnews*, 10-28

The **Pew Center for Arts & Heritage** awarded grants and fellowships totaling more than \$10.5 million in support of cultural organizations and artists in the Philadelphia area. Recipients include, among others: the **African American Museum** (Philadelphia) and the **Pennsylvania Academy of the Fine Arts**, the **Pennsylvania Horticultural Society**, and the **Philadelphia City Archives**. *PND*, 10-24

**El Museo del Barrio** (NYC) received \$4 million from the **Rockefeller Brothers Fund**. The award is almost 68% of the museum's annual budget. The Fund awarded grants totaling \$1.5 million to help museums in New York City "build back better" and create a more diverse cultural experience after months of closure. Read more [here](#) about these gifts that are literally saving museums during the pandemic. *Bloomberg*, 10-22

A new organization known as the **Friday Foundation** has given \$9 million to Seattle-based arts organizations, including the **Seattle Art Museum** and the **Henry Art Gallery**. *The Seattle Times*, 10-20

\*Alumni Client Partner

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Be realistic with your  
year-end appeal goal.  
It may be difficult to predict  
how donors will respond at  
the end of this unusual year.  
Set your goal with  
realistic expectations.

**DAVID KING**

Alexander-Haas



## 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% less in 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

### 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 Want 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, cultural organizations that help make our country a better place to live.

[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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