



Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the desk of
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Senior Partner

Measure Twice...Cut Once

My grandfather enjoyed making handcrafted items from wood. I recall standing beside him when I was a child and watching him use his electric saws, drills, and other tools as he built tables, chairs, and other practical items. As he patiently attempted to explain his craft to me, I especially enjoyed playing in the sawdust (much to his chagrin)!

Early on, he taught me the old saying of woodworkers: “measure twice, cut once” which meant to make sure you’ve studied your planned project and taken accurate measurements before making your first cut. In other words, take some time to think through everything to do it right.

Fundraisers might heed this advice in this second half of 2022. Take time to “measure” your plans, your anticipated outcomes - not just once but twice - before you take an action.

For many of you reading these words, this advice will seem elementary. However, in the current “just get it done” culture, many of us seek shortcuts and are loathe to take the time to think through things, take some preliminary measurements, and double check them before moving forward with a fundraising plan.

Given rising inflation and the likelihood that our economy appears headed toward - if not already in - a recession, we are more prone than ever to make mistakes if we don’t take time to “measure twice, cut once.”

Here are a few thoughts as we move through the second half of 2022, a year marked with economic turbulence and uncertainty:

- Take time to focus on your top financial supporters. Take a measurement of how they’re faring in this economy. Talk to them and ask their advice especially concerning your plans for the next few months.
- Seek opportunities to nurture and grow your donor pipeline. While history shows us that donors tend to trim the number of organizations to which they give during an economic downturn, make it easy for donors to contribute. Monthly giving programs are increasingly popular among new donors according to recent studies.
- Keep telling your organization’s story and show that you’re making a difference

with the donated funds entrusted to you. Even as inflation causes you challenges and anxiety, show that you are a good steward of contributed funds.

In this ever-changing fundraising environment, assess your situation, draft your plan, test your plan with key donors and other trusted voices, and make sure nothing has changed since you crafted your initial plan. Then proceed.

Yes, it pays to follow my grandfather's advice. "Measure twice, cut once." But don't forget to find time to play in the sawdust as well!

[Our Team](#)

Registration is Now Open for SEMC 2022

October 24-26



Connect with your peers to discuss how museums and cultural sites across the region are "Exhibiting Change" as the museum field continues to rethink, reconstruct, and reconnect in a post-pandemic/endemic era. The **SEMC 2022 Annual Meeting** in Northwest Arkansas will focus on contemporary leadership practices centered on equity, current fundraising strategies, community engagement and the power of partnerships, ethical interpretation of collections and historic sites, managing collections under changing circumstances, curatorial trends in acquiring and sharing collections, job transitions, emerging technologies, and the many ways southeast museums are embedding principles of diversity, accessibility, and inclusion across all departments of an organization.

We are a proud Corporate Friend of the event!

[Go here for more information and to register!](#)

Foundations Reconsidering Time Horizons

The global challenges of 2020 and 2021 led more than one-third of philanthropies surveyed to accelerate their spending and several more to consider revising their philanthropic timelines. According to a study from **Rockefeller Philanthropy Advisors**, education, community, and economic development were the top programmatic priorities overall, followed by health. When comparing differences among the time horizons, political, civil, and human rights was cited as the third leading area of focus among those considering a time-limited model, fourth for time-limited respondents, and fifth for in-perpetuity organizations.

Top Concerns for Nonprofits

The inaugural **Not-for-Profit Survey 2022 Trends Report**, conducted by accounting firm UHY, found that 40% of respondents reported "a notable increase" in funding levels over the past year, while 22% reported "a notable decrease" and 34% reported no change. Another 40% said their top priority over the next year was attracting and retaining qualified talent.

Other Key Findings

- Nearly half of respondents identified challenges with growth and scaling as a top concern.
- 37% cited continued reluctance among donors to contribute to critical

The report also found that 76% of respondents cited a desire to influence social change as their top motivation for philanthropic giving, 64% wanted to “give back to society,” and 57% cited “urgent need” as their motivating factor. *PND, 7-22-22*

[Go here to download the report.](#)

operational expenses such as staff salaries, information technology, and evaluations.

- While 75% of respondents said they received emergency funding during the pandemic, there is an apparent and abrupt deceleration in such funding.

[Go here to download the report.](#)

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We Know Museums

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with leading museums and cultural organizations across the country that help communities be a better place to live. Just ask our clients.

[Our Museum Clients](#)

Face It: Museums are Different

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 museum's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your museum, 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.

[Our Services](#)



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