



Museum Results

Your Monthly Resource for Philanthropic News
from Alexander Haas

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

July 14, 2022



from the Carolina desk of
Sandra K. Kidd
Senior Partner

Ask Yourself 5 Questions: Board Recruitment

At **Alexander Haas**, we frequently work with Board leaders at organizations of all sizes. Personally, I find this very rewarding work because the people in these roles are volunteering with the shared goal to make our world a better place.

Whether your organization is large or small, newly formed or celebrating a century or more of service, we all have similar challenges. One is how to build and retain a diverse Board, in all senses of the word. This is not an easy goal, nor can it be done overnight. And, yes, sometimes you must get out of your comfort zone to make change happen.

Thanks to our colleagues at *BoardSource*, here are five questions to ask yourself and your Board members as you consider what diversity looks like in your Board room:

- When people look at our Board composition, what does it say about our organization?
- If someone were to draw a conclusion based on the makeup of our Board, what would they be likely to believe?
- How good is our Board in building a deeper understanding of the needs of the community we serve, and bringing their perspectives and lived experiences into the Board room?
- Are we at risk of making decisions without fully understanding the impact of such decisions on those we serve?
- If we make, or renew, our full commitment to making diversity, equity, and inclusion a reality in our organization, what will that mean for our mission, our work, and the community we serve?

As our *BoardSource* friends wisely conclude: Strategic board recruitment isn't about speed and ease — it's about taking the time to get it right.

For more on the board's leadership role on issues related to diversity, inclusion, and equity, [go here](#).

For more information about board recruitment, [go here](#).

Our Team

Weakening Donor Sentiment in '22

Fifty-four percent of donors in the US have a negative view of the direction of the country—alongside growing concern with inflation and recent losses in the stock market—signaling weaker donor sentiment in 2022 and driving near-term pessimism among donors. A report based on a survey conducted by Dunham + Company in April 2022, found that despite a 15-percentage point increase from last year in the share of respondents saying they did not “feel good about” the direction the country was going in, 98% said they intended to continue giving—up from 97% in July 2021.

Other Key Findings

- Donors expressing caution about their giving rose to 63% from 59%.
- Donors who said they would continue to give, 21% intended to give more (compared with 19% in 2021), 24% planned to give less (compared with 21%), and 55% intended to give the same (compared with 61%).
- Donors who viewed recent stock market losses as determinant of future giving rose from 7% to 19% overall, and even more acutely among donors 45 and older: 23% for Gen X donors (up from 8% in 2021) and 21% for boomers (up from 6%).
- Over half of donors (53%) were unsure of the direction of the economy or believed it would decline in the coming year (compared with 36% last year).
- Among donors who expect a downturn, 92% believed a turnaround would take more than a year (up from 72% in 2021), while those believing a turnaround would take two years or more rose to 54% (up from 40% a year ago).
- In 2021, 74% of donors indicated “the economy” and “personal financial situation” as reasons for giving less. For the most recent survey, “inflation and the increased cost of living” was listed as a factor. All told, these three factors accounted for 89% of the reasons for giving less in 2022. *PND, 7-2*

[Download the report here.](#)

South Arts Ford Foundation Partnership

Congratulations to our Client Partner **South Arts**, who in partnership with the **Ford Foundation** has launched the inaugural cohort of *Southern Cultural Treasures*: a \$6,000,000, four-year initiative supporting Black, Indigenous and People of Color (BIPOC) -led and -serving arts and cultural organizations throughout the Southeast. **The Community Foundation for Greater Atlanta** and the **Zeist Foundation** have joined South Arts and the Ford Foundation in supporting the initial group made up of 17 organizations that represent decades of BIPOC arts and community-driven stewardship throughout a nine-state region: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South

In-Person Events Make A Comeback

A new survey finds that nearly three-quarters of donors surveyed said their most recent social donation was in-person, while the remaining quarter said it was virtual. That’s a marked increase in in-person giving. The April 2021 survey identified a roughly 50-50 split between respondents who gave at in-person and virtual fundraising events within the previous 12 months. This giving behavior tracks with the increasing level of comfort that donors said they felt about in-person events.

Millennials contribute the highest average annual total at \$284. Generation X and Generation Z were next, contributing an average annual total of \$170 and \$169,

Carolina and Tennessee.

Former Client Partner, the **B.B. King Museum & Delta Interpretive Center**, in Indianola, Mississippi is a recipient of a \$300,000 grant from the program.

respectively. Baby boomers and matures gave an average annual gift of \$112. Social-service organizations were the most popular recipients across all age groups except boomers and matures, who favored faith-based groups. *COP, 6-28*

[Our Facebook](#)

[Our LinkedIn](#)

Welcome Returning Client Partner



The Mint Museum, Charlotte, NC

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](#)





www.fundraisingcounsel.com
info@alexanderhaas.com

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