



Museum Results

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Your Monthly Resource for Philanthropic News
from Alexander Haas

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from the Scenic East Texas Office of
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The Most Wonderful Time of the Year

Growing up, I always loved the time of year when the leaves begin to turn, the sound of the high school band practicing their halftime show down the street, crisp cool mornings, blankets, and the smell of a fire somewhere in the neighborhood. With all the traditions and celebrations that come with the last few months of the year, fall has always been my favorite season.

Over the years, I've also grown to look forward to the time we grown-ups call "Q4," with the return to work after the summer slowdown and all the energy we pour into end-of-the-year giving. As we settle into another fall season, this seemed an appropriate time to offer a few considerations for the time of year when most donors make their charitable gifts.

Focus on Impact, Not Just a Budget Goal

Whether your revenue is behind goal or December marks the end of your fiscal year, it can be tempting to focus too heavily on meeting a specific financial target or overemphasize terms like "helping us balance the budget" or "fill the gap." Use this moment to create a sense of urgency, but not at the expense of positive messaging and deepening relationships for the right reasons.

It's appropriate to comment on your organization's dependence on philanthropic gifts, but there should always be a rational and emotional connection to the important work a donor's gift will make possible. Joyful donors give increased amounts over time because they want to make the world a better place through their generosity, not just feel like they're turning a number from red to black on a spreadsheet.

Take Advantage of Giving Tuesday

The Chronicle of Philanthropy reported that some 35 million donors contributed more than \$2.7 billion on the Tuesday after Thanksgiving last year. As **GivingTuesday** becomes increasingly synonymous with the holiday season, it's likely your donors are already being actively solicited to give on that day to other organizations and causes they support. Why not yours?

Virtually all **GivingTuesday** gifts are made online. Take advantage of email and social media as effective free channels to promote and solicit participation on this special

day. Even if your organization has a limited database of email addresses and a minimal infrastructure to process gifts online, **GivingTuesday** should still always be part of your year-end strategy.

Even a Modest Effort Can Make a Difference

There is still time to make an impact through a limited but strategic effort this year! At a minimum, a personal letter sent in November that thanks donors, celebrates the successes of the year, and encourages a year-end gift can be very effective. You might also consider sending a brief, focused follow-up letter to a smaller list of key donors who haven't responded in mid-December, especially to those who last made gifts in 2021, along with phone calls, personal emails, and in-person visits.

Along with **GivingTuesday** promotion, time-sensitive campaigns with specific constituencies (such as trustees, alumni, or employees), securing and promoting a year-end challenge gift, or other strategies can bring maximum impact to your fundraising between Halloween and New Year's Day.

And especially at this time of year, be sure to remind donors of the benefits of giving stock, directing a distribution through their donor advised fund, a qualified transfer from their IRA, or ways to give other than just writing a check or putting a gift on their credit card.

As always, we at **Alexander Haas** wish you the best at this most wonderful time of the year and encourage you to call on us if we can assist in strengthening your fundraising strategy and results. May these next few months closing out 2022 be your most productive and fruitful season.

[Our Team](#)

Read Above!!

November 29, 2022

**GIVING
TUESDAY**

[select for more info](#)

AAM Allows Sale of Art for Collection Care

Members of the **Association of Art Museum Directors** have voted in favor of allowing American institutions to sell their art to finance the cost of caring for works in their collections. The vote rolls back a long-held policy that prohibited museums from using the funds from sold works to pay their bills. The rule had been relaxed during the pandemic, allowing institutions a two-year window in which they could put those funds toward maintaining their collections while they dealt with financial upheaval and plunging attendance. Of 199 eligible members, 109 voted in favor of the policy, while 21 voted against it. The remaining institutions did not submit votes.

The new policy approved by the museum directors association defines where the funds from deaccessioning can be funneled. In a new rule, it says, the money can be put only toward

“direct care of works of art,” meaning, the costs associated with “the storage or preservation of works of art.” Examples of those costs include restoration treatments and storage materials, like frames and acid-free paper. According to the new rule, the funds cannot be put toward staff salaries or “costs incurred for the sole purpose of temporary exhibition display.” The association said the previous rule had been in place since at least 1981. *NYT*, 9-30

2022 State of Global Giving Report

According to a new report, in 2019, private and community foundations included in Candid’s Foundation 1000 dataset awarded \$8 billion in global giving, a nearly fourfold increase since 2002, according to a new report from **Candid Foundation**.

The report, *The State of Global Giving by U.S. Foundations: 2022 Edition*, shows that between 2016 and 2019, grants from the Bill & Melinda Gates Foundation accounted for 44% of all global giving by U.S. foundations. Health-related funding accounted for 49% of all global grant dollars. When adjusted to exclude funding from the Gates Foundation, the share still represented 20.1% of all international grantmaking.

While roughly 25% of annual grant dollars distributed since 2008 have been directed to global giving—up from 13% in 2002—that trend has not increased relative to domestic giving.

[For more, go here.](#) *PND*, 8-22

Let's Go to SEMC

As a proud **Corporate Friend** of the **2022 SEMC Annual Meeting**, we would be remiss if we didn't remind readers that this event is just around the corner. October 24-26, area Museum leaders and staff will gather to share experiences and attend sessions focused on contemporary leadership practices centered on equity, current fundraising strategies, community engagement and the power of partnerships, among many other current issues facing museums today.

[Go here for more information!](#)

Museum Gift for CFO

The **Birmingham Museum of Art** received \$1.5 million from the **Hugh Kaul Foundation** to endow the salary for the Alabama museum’s chief financial officer. Hugh Kaul, the president of the Kaul Lumber Company and a longtime supporter of the museum, died in 1991. *COP*, 10-12

The Birmingham Museum of Art is an Alumni Client Partner.

Challenge Grant for South Arts

South Arts received a challenge grant of up to \$1.175M from the **Alice L. Walton Foundation** made toward *Southern Cultural Treasures*: a \$6,000,000, multi-year initiative supporting Black, Indigenous, and People of Color-led and -serving arts and cultural organizations throughout the Southeast. South Arts’ Southern Cultural Treasures has received match funding toward the Alice L. Walton Foundation’s challenge grant from **Gobioff Foundation**, **Community Foundation Tampa Bay**, and **Community Foundation of Louisville**. To achieve the full matching grant’s potential, South Arts needs to raise approximately \$520,000 in additional funding.

The challenge grant recognizes and supports the significant work occurring throughout a nine-state region that includes Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee.

Congratulations to our Client Partner on this significant philanthropic challenge.

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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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