



Museum Results

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Your Monthly Resource for Philanthropic News
from Alexander Haas

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The Gift of Sight

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In reading the recent Lilly Family School of Philanthropy report, *What Americans Think About Philanthropy and Nonprofits*, I was reminded of a line from the 18th-century Scottish poet Robert Burns well-known poem “To a Louse, On Seeing One on a Lady’s Bonnet at Church.” That line (In updated English): Oh the Gift that God would give us, to see ourselves as others see us.

This report, released on April 6, is based on a nationally representative summer 2022 survey of 1,334 adults and sought to determine public awareness, attitudes, and perceptions of philanthropy. In short, how does the public understand and see us? Not how we see ourselves. Not how we wish to be seen. How we are seen. Some highlights from the executive summary of the report merit citing.

The study indicates that **Americans see philanthropic giving as valuable: more than three-quarters of those surveyed feel that society as whole benefits a large or moderate amount when Americans donate money to charity.** About 80% said that in-kind giving (i.e., giving property such as clothes, household items, or a vehicle to a nonprofit), giving money to a qualified 501(c)(3) nonprofit, and direct person-to-person giving was very or somewhat important. Three out of four felt that mutual aid was very or somewhat important.

Yet despite these generally favorable opinions, just 5.4% of people surveyed said they or anyone in their immediate family received services from a charitable organization or nonprofit in the past year. Considering the many ways people engage with nonprofits in daily life, from education, disaster relief, and religious services to amateur athletics, civic beautification, or the arts, this suggests many Americans may not recognize that these and other public services are provided by nonprofits.

Additionally, **only one in three people are aware that the percentage of Americans giving to charities declined markedly over the past two decades,** even though the decrease has been widely discussed in the media and other public forums for years. People who give to charitable organizations were not significantly more likely to identify this trend than were non-donors.

Levels of trust in all three sectors of society (government, private and nonprofit sectors) are low but the plurality (39.0%) of respondents said they trusted nonprofits completely or very much, the highest response for any of the institutions in the survey.

Fifty percent of those surveyed expressed no opinion about whether a universal charitable deduction (such as the one Americans were able to take on their taxes in 2020 and 2021 as a result of the CARES Act) should be made permanent. Among those who expressed an opinion, nearly half (48.7%) reported that their giving would stay the same if a universal charitable deduction became permanent, while a third (33.2%) said they did not know whether or how their household giving would be impacted and 14.7% said it would increase somewhat.

Survey respondents found value in both large and small financial contributions. They preferred the idea of smaller donations from many donors when directly contrasted with larger donations from the wealthiest Americans. But when asked about both types of giving separately, they seemed to feel that big gifts can have a bigger impact and thus may perceive them as being more important to American society broadly.

The report as a whole merits reading. For my part, I came away thinking that we need to communicate consistently, clearly, and broadly the full range of work that we in the nonprofit sector do for the betterment of society. We need to be even more transparent in communicating the importance of not simply our major donors, but also those making more modest gifts. We also need to be very clear in tying giving to our ability to do our good work even better—whether this entails doing something new, doing more of what we already do well, or doing even better the work that we currently do.

Oh the gift of God to give us

[Our Team](#)

Deeper Dive on Data Mentioned Above

This month's opening letter, from our Partner, Arthur Criscillis, introduces readers to the **new survey from *Indiana University's Lilly Family School of Philanthropy*** that examines public awareness, attitudes, and perceptions of philanthropy, philanthropic-sector institutions, and policies that govern and affect charitable giving.

Let's dive in for some more information from the report.

- Younger individuals, women, individuals with more education, and donors have a more expansive view of philanthropy.
- A majority of respondents expressed no opinion about whether the universal deduction should be made permanent.
- Religious charitable organizations are seen as the most trustworthy and transparent type of philanthropic entity, followed closely by Community Foundations.

Activities Considered to be Forms of Philanthropy

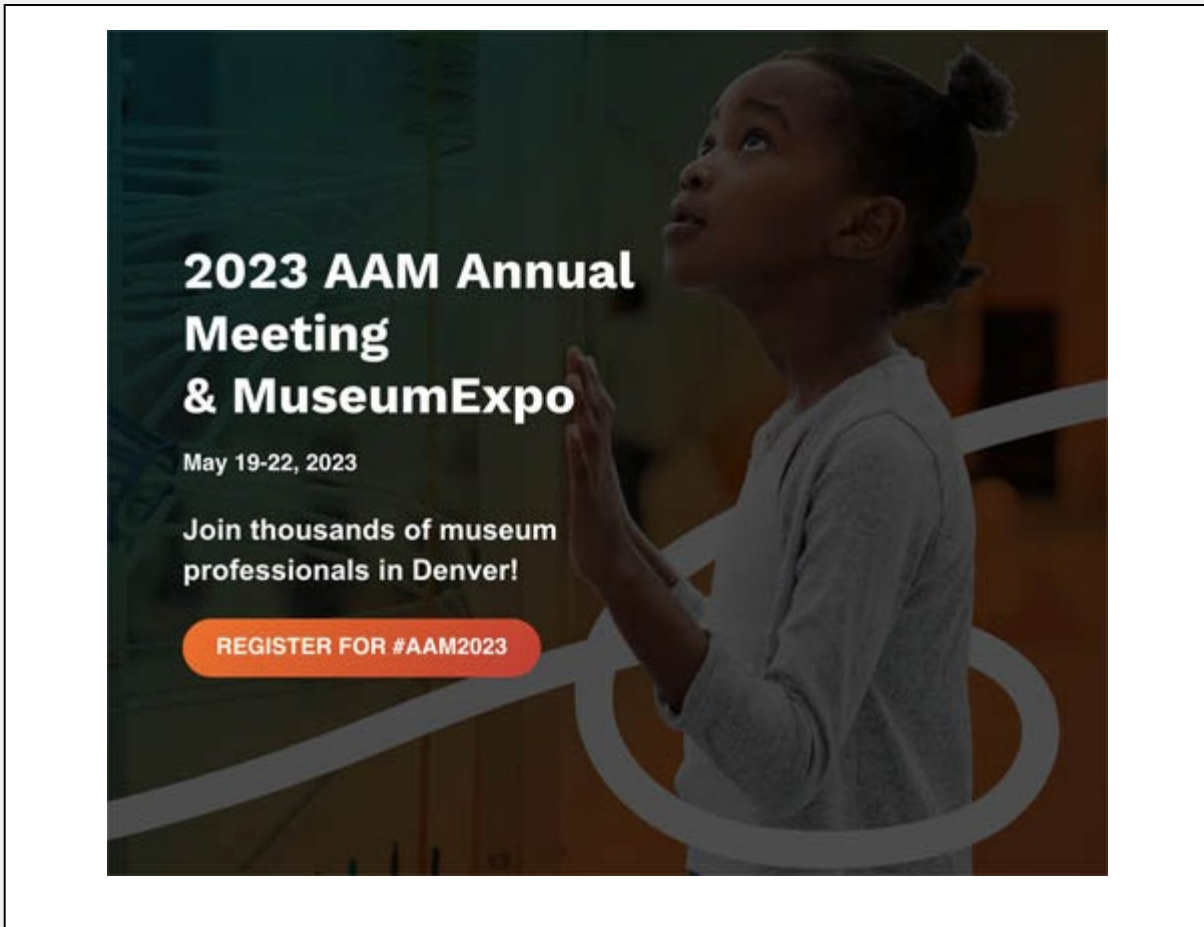
- Giving **Time** (volunteering) **85.2%**
- Giving **Treasure** (financial) **83.8%**
- Giving **Talent** (lend skills) **72.4%**
- Giving **Ties** (personal connections) **39.7%**
- Giving **Testimony** (advocacy) **39.2%**

How Beneficial is Philanthropy

- A moderate amount 43.7%
- A large amount 33.6%

- Only a little 20.2%
- Not at all 2.5%

What Americans Think About Philanthropy and Nonprofits was funded by the *William and Flora Hewlett Foundation*. [Download the report here \(PDF\)](#). PND, 4-11



Economic Activity of the U.S. Arts & Cultural Sector in 2021

A report from the National Endowment for the Arts and the Bureau of Economic Analysis shows that while the total economic value added by arts and cultural industries grew by 13.7% from 2020-2021, several core arts industries did not return to pre-pandemic production levels. This group includes performing arts organizations, and arts-related construction, among many others. Despite setbacks for those industries, the overall arts economy in 2021 represented 4.4% of GDP, or just over \$1.0 trillion—a new high-water mark.

Highlights from the report:

- Just under 4.9 million workers were employed to produce arts and cultural goods and services, which is less than the 2019 (pre-pandemic) level of 5.2 million but more than the 2020 level of 4.6 million workers.
- Between 2020 and 2021, the total economic value added by arts and cultural industries grew by 13.7%. This surpasses the increase of the total U.S. economy, which grew by 5.9% in the same period.
- In terms of economic activity, 22 of the 35 arts industries returned to or exceeded pre-pandemic levels.
- Other industries that saw growth from 2019 and 2020 included traditional and software publishing, arts retail, creative advertising, specialized design services, and non-government-run museums.

Performing arts presenters (such as performing arts venues and festivals) contributed just over \$14.3 billion to the economy (a 122% rise from 2020), bringing the industry slightly over the 2019 level.

More can be found [here](#). *Arts.gov*, 3-15

[Our LinkedIn](#)

Email Engages Donors

A new report found that nonprofits, on average, raised \$5,598 per email campaign. And, small nonprofits raised about half as much (\$3,522) per campaign as large nonprofits (\$6,513). ***The NonProfit Email Report: Data-Backed Insights for Better Engagement***, published by **Neon One**, analyzed data from nearly 1,500 groups that use its platform, evaluated 37,472 email campaigns, and sent more than 150 million emails during the analysis period. Even with big nonprofits doing better overall, organizations with smaller email lists raised more money per contact, with small lists raising \$6.15 per contact and large lists raising only \$0.88 per contact.

Benchmarks & Insights

- The average email send time was 11:44am CDT
- The average open for this time is 29.18%
- Bounce rate for the Arts is 1.82%
- Open rate for the Arts is 26%
- Unsubscribe rate for the Arts is 0.19%
- Click-through rate for the Arts is 2.66%

The report provides benchmark data on the best days and times to send email, open rates for nonprofits, and how many fundraising dollars come in through email campaigns. [Download the report here.](#)

[Our Facebook](#)

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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