



Museum Results

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Your Monthly Resource for Philanthropic News
from Alexander Haas

November 2, 2023



from the desk of
Kevin Smyrl | Associate Partner

It's Not About the Money

More and more often these days, I sit in my office and literally shake my head. Three weeks ago, unimaginable terror and atrocities began in Israel and Gaza. The US House of Representatives finally elected a Speaker after weeks of turmoil. A drawn-out war continues in Ukraine and Russia. As I sit here thinking about all that is going on, I'm very guarded about what I say and to whom I say it, both personally and professionally. As difficult as it is for one to think about what can be said, it's many times more difficult for leaders of organizations to decide what can be said on behalf of the organization and when.

As fundraisers and nonprofit leaders, it's easy to freeze and say nothing out of fear of losing donors or volunteers. Fear of damaging the organization's reputation. Or fear of getting fired because you shared your opinion. That's a fine strategy; you know your situation and constituents best. But let me offer a thought.

I know for certain that many people right now are worried, even scared about all that is going on, including myself. These are people we care about, our volunteers, our benefactors, our students and parishioners, the people we serve. We care about them not because of the money or time they donate but because they are compassionate people who want to make a difference in their community, their school or church, or the world. Many, if not most of us have donors, volunteers, and constituents who are directly affected by one or more of these events. Have you reached out individually or to a group to say, "I want to see how you are doing." Or, "I know this is a difficult time and I hope you are well?" This isn't about moving a donor closer to a gift; it's about caring for the people who care for us and our organizations.

Leaders can do the same within their organizations. I saw a note yesterday from a prominent non-profit leader sent to senior leaders in his organization. In the note he said in part, "As leaders, our top priority must be our community and the well-being of everyone we serve... and we encourage each of you to spend some time checking in with students, talking with your colleagues, and continuing to carry out your exemplary leadership during this important time."

Most of the worries, about saying the wrong thing at the wrong time, stem from fear of being portrayed as being on the "wrong side". It is possible, despite all the current narratives, to respect everyone's views and beliefs without taking sides.

GIVING TUESDAY

Are You Ready?

Unless you've been living at a research center at the South Pole or hibernating in an ashram in Bali for the last 21 years, we don't have to tell you how impactful [#GivingTuesday](#) is on nonprofit organizations all across the globe.

This year's event is on November 28. That's a month away.

We trust you are preparing. Make sure you pay attention to the article below, *9 Simple Ways to Raise Money Online*. Thirty-five million GivingTuesday donors in the US gave \$3.1 billion in 2022, a 15% dollar increase over 2021.

9 Simple Ways to Raise More Online

It's that time of the year, the busy year-end giving season! With nearly all nonprofits vying for donors through email, social media, texting, or a mix of communication channels, it's vital to create digital campaigns that grab attention and motivate giving, especially during the last few months of the year. As the busy "giving season" gets underway, *The Chronicle of Philanthropy* offers tips and insights to help boost online results and reach year-end revenue goals.

Find Social-Media Influencers in Your Network

Influencers are the lifeline of digital fundraising. Find influencers that are passionate about your organization and can share a compelling message about the importance of the work that is being done and has been done. An influencer could include existing donors, volunteers, or others who are close to your nonprofit.

Foster Competition

In higher ed for example, create a "digital reunion" to challenge graduated classes to compete to make the most gifts and involved the participation of ambassadors from each class. Those mechanisms help foster healthy competition.

Lean on Your Volunteers

Identify those who are comfortable with digital tools and think about how to best put their skills to work. For example, one volunteer might be able to help create videos or graphics, while another might be better suited to help with thank-you phone calls.

Don't Forget About Your Board

Get trustees and other key volunteers to help with fundraising, such as by asking them to make a gift early in the campaign, so you can highlight those contributions to help build

momentum.

Thank and Follow Up With Donors

The big picture is not only to secure donors, but to also retain them. Create a stewardship plan, that should include more than just an automated email acknowledgement of online gifts. Send a thank-you letter, add donors to your email list, and show appreciation through social media, direct mail, and email outreach after the campaign ends, she suggests.

Create Compelling Videos

Make videos that resonate, focus not on what your nonprofit does but why, and then show the happy ending or positive results your work brought about. Use Your Phone. Useful videos don't always need to be highly produced.

Stay Front and Center

Send newsletters. Be active on Social Media. Create digital campaigns throughout the year, all leading up to Giving Tuesday. The key is to make sure you're not just always asking for money.

Start Small

If you're a small nonprofit or new to online fundraising, you should start small so you can build muscle. Start with a two-week campaign to try to raise a certain amount and see what happens and which messages work.

Be Flexible

When planning a campaign, carefully consider your staff's bandwidth to do the work, and be willing to push back the timeline if needed.

[More here.](#) COP, 10/16

Our LinkedIn

How Adults Participated in the Arts During COVID-19

New research released by the **National Endowment for the Arts** notes that between July 2021 and July 2022, just under half (48%) of all adults attended at least one arts event in person. This is six percentage points less than reported in 2017.

Additional Key Findings

- Attendance rates declined in comparison to 2017 for virtually every type of arts activity specified in the survey including art museum or gallery visits.
- As for visual arts attendance, the only activity not to see a severe decline was visits to parks, buildings, monuments, or neighborhoods for historic or design purposes—this participation rate slipped by only 2%.
- In 2022, open-air facilities (e.g., parks, pavilions, amphitheaters) were among the most popular sites of in-person arts attendance.
- Social media and peer-to-peer communications were the most commonly cited mechanisms for learning about in-person arts events that survey respondents attended.
- As in prior years, the largest share of adults who participated in the arts did so by consuming art through electronic or digital media (75%).
- For most activity/event types, the declines seen in arts attendance were by both genders, Whites, older adults, and those with higher education levels. Exceptions include: Art museums and galleries—declines were also seen in African American and Asian visitors.

Raw data for the full 2022 Survey of Public Participation in the Arts will be available later this year at the NEA's National Archive of Data on Arts and Culture.

64 Museums Benefit from Art Bridges

Art Bridges, the foundation of Walmart heir **Alice Walton**, announced the launch of the *Access for All initiative*, which was created in response to the pandemic's impact on museums. As part of the initiative, Art Bridges awarded \$40 million in grants in support of 64 museums across the country.

According to the foundation, many museums are seeing only 71% of their pre-pandemic attendance levels. The initiative aims to help museums restore pre-pandemic attendance levels and open opportunities for all people to enjoy American art by reducing barriers to access and strengthening community relationships.

Three-year grants ranging from \$56,000 to more than \$2 million were awarded to help museums attract audiences through approaches such as free admission, free meals, and partnerships with local agencies and community centers to facilitate free and accessible transportation. Congratulations to our Alumni Client Partner recipients: **Columbia Museum of Art**, **Dallas Museum of Art**, **Gibbes Museum of Art**, **High Museum of Art**, **Harn Museum of Art** | **University of Florida**, and **Springfield Museums**.

[Our Facebook](#)

Look who was featured in a recent bulletin from the SEMC.

SEMC Industry Partner Spotlight

Alexander Haas - Atlanta, Georgia

Alexander·Haas

TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Today's SEMC Industry Partner Spotlight features [Alexander Haas](#), a long-time corporate supporter of SEMC.

From their Atlanta headquarters, the consultants of Alexander Haas have worked throughout the Southeast for decades. The firm's mission — ***Transforming Institutions That Transform Lives*** — has shaped the Alexander Haas approach to fundraising counsel. The Firm has partnered with more than 2,000 clients across the country, but especially celebrates its roots in the rich cultural landscape of the South.



Alexander Haas Senior Partner [Sandra Kidd](#) was honored to provide counsel to [South Arts](#) and its ground-breaking new program [Southern Cultural Treasures](#). The program is open to Southeastern cultural organizations in nine states led by and serving Black, Indigenous, and People of Color (BIPOC). The Ford Foundation provided a \$3 million challenge grant in 2021 to seed-fund the initiative. Donors across the South responded, and in June 2023, South Arts announced that it had raised an additional \$3.7 million in matching funds to complete the challenge.

Alexander Haas alumni museum client [The B.B. King Museum and Delta Interpretive Center](#) was named among the first group of 17 recipient institutions of Southern Cultural Treasures.

For more information about Alexander Haas and its long history of arts and culture partnerships (including many [SEMC member museums](#)), visit their website: <https://fundraisingcounsel.com/>



Southeastern Museums Conference Nov 13-15

Registration is open for the 2023 SEMC Conference. Purposefully developed by a local team in Louisville, this year's theme is Truth Builds Community. Louisville, along with many cities across our country, experienced much social unrest during the past several years, and the cultural community and institutions have taken an active role in creating programs and exhibits that shed light, lift up underserved and underrepresented peoples, and create space for community engagement for healing and open dialogue. Sessions will share, examine, and promote this work in cultural institutions and the diverse communities they represent. SEMC also offers attendees direct dialogue, networking, and professional growth and development. Will you be in Louisville?

Alexander Haas is proud to be a Corporate Sponsor of SEMC.

[More information here.](#)

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



*A*lexander·Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

www.fundraisingcounsel.com
info@alexanderhaas.com

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