

Beyond *the* Offering

Energizing Congregational Giving



Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things *First*



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www.fundraisingcounsel.com



Mrs. Leonard "Be" Hass, would have celebrated her 116th birthday on May 16th this year. If you've been around a while, you may know that Be is the Haas in Alexander Haas. Some will remember her as the tireless volunteer, who donated countless hours to The League of Women Voters in the '30's, trying to do what she could to ensure no one's voice got lost in the clamor of a rapidly growing skyline. To others, Be was the strong woman who became a leader during a time when women were taught not to speak about money and politics. As the only woman appointee to Governor Arnall's commission to redraft and revise Georgia's constitution, she defied the idea of the powerless woman. She knew she

could make a difference.

In 1954, Be helped to found the first fundraising firm our city has ever known, now named Alexander Haas, and what a difference she made. She was involved in planning more than 400 fund-raising campaigns for schools, hospitals, art groups, churches and civic programs. At one point, she was involved in 90 percent of the campaigns under way in the city. For her efforts, in 1988, she became the 22nd recipient of the WSB Radio/Atlanta Gas Light Company's "Shining Light" award for her service to humanity.

Be, a lifelong Atlantan, departed our lives in 1997, but her indelible mark on Atlanta, fundraising, nonprofits, and a multitude of other causes, lives on today. Happy Birthday, Be.



from the Carolina office of
Jerry W. Henry | Managing Partner for Faith-Based & Human Services

What do you know about your Congregation's Giving Patterns?

The capital campaign chair was preparing to make a call to her friends, Susie and Sam, which she knew to be a "high-net worth household." When she reached out to schedule a time for the solicitation visit, she was able to schedule a visit with Sam, but for Susie to join, the meeting would be delayed. The chair asked

me, "Should I go ahead and meet with Sam? Or should I wait to meet with the two of them together?"

I posed a question in return: "What do you know about their giving patterns? Do you have insights about if they make major philanthropic decisions together or independent of one another?"

Think about this question: What do you know about how charitable decisions are made in households in congregations? Since we often say that each solicitation visit is a "campaign unto itself," it is imperative to know as much as you can about the prospect's decision-making process as possible.

A recent study from the Lilly Family School of Philanthropy at Indiana University-Purdue University Indianapolis' Women's Philanthropy Institute sheds some light on household giving and finds that patterns are changing.

The *Women Gives 2021: How Households Make Giving Decisions* report offers some key findings:

- First, fewer couples appear to be making decisions together than 15 years ago. The current study finds that nearly 62% of couples make giving decisions together. This is a decline from a high of 73.4% in a 2005 study.
- Second, when one partner in the household makes the decision, the partner is slightly more likely to be a woman. Certain demographic characteristics such as age, religiosity, relative education, sexual orientation, etc. are associated with how households decide charitable giving.
- Third, 75% of couples making decisions together agree on giving amounts and recipients, and most talk about their philanthropic giving at least a few times a year.

[Find the full report and other insightful materials here.](#)

In what may be a surprise to those of us who believe individuals rely on their financial advisors for guidance, the study found that only 1.1% of couples talk about giving with a financial or philanthropy advisor.

How well do you know the financial perspective of your members? What do you know about individual giving patterns within your congregation? How do the values, issues, and mission at the forefront of your congregation impact individual giving? Are you aware of where your mission fits in your congregants' household's giving priorities?

Perhaps an objective stewardship assessment will help you learn more about household giving patterns within your congregation. **Please reach out to me if you would like to have a conversation about this study and how our firm might assist you in learning more about maximizing household giving in your congregation.**

In case you're wondering, the campaign chair chose to wait on the visit until she was able to meet with the couple together.

Given the information from the *Women Gives 2021* study, the decision is likely to be a wise one!

We Think You Should Know

Less Than 50% of Americans Think Religion is Very Important

The percentage of Americans who say religion is "very important" in their lives is less than 50%, a survey from *Gallup* finds. It is the lowest, by a percentage point, on record.

Gallup first asked Americans to rate the importance of religion in their lives in 1952, when 75% indicated it was very important. By 1978, the number had dropped to 52%.

The survey also found:

- 33% of Americans feel the influence of religion in society is increasing (a 14-point rise from 2019).
- Those who self-identify as conservative or moderate, were more likely than those who self-identify as liberal or view religion as fairly important or not very important to see its influence as increasing.
- Attendance at religious services and membership in a church, synagogue, or mosque declined slightly in 2020 from 2019 (30% vs 34%). While the decline could be explained by the impact of the pandemic on Americans' ability to physically attend houses of worship, Gallup's question in the most recent survey included the option "either in-person or remotely." *PND, 4-15*

Jesuits Pledge to Raise \$100M to Atone for Slave Labor

The **Jesuit Conference of Canada and the United States** has pledged to raise \$100 million to benefit the descendants of enslaved people it once exploited and to promote racial reconciliation initiatives across the United States.

The commitment — which, according to church officials and historians, represents the largest effort by the Roman Catholic Church to make amends for the buying, selling, and enslavement of Black people — comes as calls for reparations grow following a nationwide reckoning with the legacies of slavery and segregation. The funds raised will be added to the endowment of the Descendants Truth & Reconciliation Foundation. The order had deposited \$15 million into a trust established to support the foundation. Roughly half of the foundation's annual budget will be distributed as grants in support of racial

reconciliation initiatives, while about a quarter will fund educational opportunities for descendants in the form of scholarships and grants; a smaller portion will be used to address the emergency needs of descendants who are elderly and/or infirm. The Georgetown Memory Project has identified about 5000 living descendants they will be directing these efforts toward. *NYT, 3-31*

A New Detroit Program to Help Struggling Churches

The city of Detroit is working with groups to help distribute \$650,000 in grants to help houses of worship that have been struggling financially over the past year due to the COVID-19 pandemic. The city announced that churches, mosques, synagogues and nonprofits with budgets of less than \$250,000 are eligible to receive grants ranging from \$5,000 to \$20,000 each to help with finances.

The *Faith Forward* program is a project in partnership with the city of Detroit, Kresge Foundation, United Way of Southeastern Michigan, Catholic Charities of Southeast Michigan and the Jewish Community Relations Council of Metro Detroit/American Jewish Committee.

"At times like this, we rely on the faith-based community to support us," Detroit Mayor Mike Duggan said in a statement. "Like all organizations, our faith-based partners have suffered during the pandemic as they have served others. The Faith Forward program can help sustain them as they have sustained us." *Detroit Free Press, 4-21*

President Biden's Philanthropic Gifts Included Churches

In addition to giving to a foundation named for their late son, President Biden and First Lady Jill Biden donated last year to churches and other social service organization. The Bidens gave about 5 percent of their \$607,000 income to charities and nonprofits, about average for a family in their income bracket. Among the recipients were St. Joseph on the Brandywine Catholic Church in Delaware, where the president receives Communion; the first lady's church, Westminster Presbyterian; a shelter for abused spouses where Joe Biden's sister Valerie Owens long worked; and the Morris Brown African Methodist Episcopal Church in South Carolina, where during the primaries Biden apologized for having cooperated with segregationists as a senator. *Christianity Today, 5-19*

We Think You Should Know



Giving USA 2021: The Annual Report on Philanthropy for the Year 2020 Virtual Event

Once again, **David King**, our President & CEO, in partnership with **AFP Greater Atlanta Chapter**, will present a first look at the results of the *Giving USA: The Annual Report on Philanthropy for 2020* to our community of fundraising peers. **This virtual event will be held on June 15th, 9AM-10AM.**

2020 was a year like none other, with COVID-19 impacting every sector of life. This year, David's one-hour presentation will provide an in-depth look at how sectors weathered the impact, along with a national look at trends in giving from individuals, corporations and foundations. This is truly not to be missed.

To register, or for more information on this virtual event, [please go here](#).

Are DAFs Bad for Philanthropy? Some Researchers Say Yes

According to a new data analysis from Boston College law professor Ray Madoff and James Andreoni, an economist at the University of California at San Diego, **charities lost out on \$300 billion from 2014 through 2018 as charitable donations went into donor-advised-fund (DAFs) accounts and private foundations** and didn't come out. The amount lost is substantial: For context, "Giving USA" estimated individuals donated \$295 billion to all charities, including DAFs, in 2018 alone.

The findings from the research directly counter the narrative put forth by major donor-advised-fund sponsors, who argue the increasingly popular giving vehicles boost giving by providing a useful silo for charitable funds that can be opened when need is greatest.

"There's basically no evidence that the rise of DAFs has increased the total amount of giving," said Madoff, noting that individual charitable giving has hovered around 2 percent of income for at least four decades, according to "Giving USA," the annual study of American philanthropy.

Madoff, along with the philanthropist John Arnold, has been building a coalition of donors, scholars, charities, and foundation executives to press Congress to add new incentives to insure that more money flows to charities that put the money to work right away. Among their proposals are new incentives to encourage donor-advised-fund holders to distribute their money within 15 years and the creation of a new class of donor-advised funds that withhold tax deductions on contributions until the money is given to a working charity. They are also seeking to limit the ability of private foundations to meet their requirements to distribute at least 5 percent of assets every year by contributing to donor-advised funds.

As a result of the growing diversion of charitable contributions to donor-advised funds and private foundations, Madoff and Andreoni estimate that from 2014 to 2018, working charities received gifts equivalent to around 73 percent of the value of individual giving in that time.

Charitable Giving Expected to Return to Pre-Pandemic Patterns in 2021

A new report from *GivingTuesday's Data Commons* research arm, reviews how the events of 2020 affected the behavior of charitable donors and offers predictions on how giving would change in 2021. The report is based on aggregated 2020 data from 74 charitable-giving platforms and focuses on giving to established nonprofits that raise no more than \$25 million annually.

Key Findings

Overall giving in 2020 is estimated to have **increased 5.2% from 2019**, driven mostly by large donations from supporters who had previously given to an organization in 2019 or earlier.

A 1.3% increase in the number of supporters was driven "almost completely" by an **11% increase in the number of small gifts of \$101 to \$500**. The number of donors who gave \$501 to \$5,000 increased 2.2%, while the number who gave more than \$50,000 increased by 5.3%.

Most nonprofits saw fundraising **revenue drop 5% to 10%** as the lion's share of giving went to organizations with already-robust fundraising totals and whose work was directly related to the effects of the pandemic. And, many smaller nonprofits temporarily halted fundraising in the early days of the pandemic.

The report recommends **maintaining contact with new 2020 donors and reminding them of the impact of their gifts**. In addition, the authors urge charities to promote recurring donations to keep

Oh, the Things Be Said....

Be Haas was a true southern lady. In addition to her grasp of fundraising, she also had a grasp of the English language, southern style. For her 90th birthday, we presented her a collection of what we refer to as **Be-isms**. Sometimes witty, sometimes direct, but always appreciated, morsels of...well, Be.

Here are just a few; and if you didn't know Be, you should get a good idea of what made her so special from these morsels.

After getting in her 'say' at a campaign meeting...

There are a few advantages to these gray hairs!" or The gentlemen at King & Spalding and the people at the First Presbyterian Church call me 'Mother Superior.'

When old-fashioned courtesies were not observed...

Those people have manners, but they're bad.

When Be didn't know the details of the subject but could convincingly speak to the numbers...

What I know about that subject could fill a hollow toother, but numbers don't lie.

When avoidable carelessness was involved...

I could brain that person.

When a reluctant, self-conscious campaign volunteer was being too timid...

It's not like I'm asking you to tell them to stick beans up their noses!

Never afraid to acknowledge her own mistakes...

Well, how 'bout that sports fans!?! You're right after all...and if London had been the capital of France, I'da passed Geography!

In advising weary clients to hang in there in the midst of the arduous Kresge application procedures...

The Kresge Foundation asks very peculiar things, but their money's not peculiar when you get it!

Amidst group indecisiveness...

We have too many choices here, like the donkey between two haystacks that starved to death!

In noting her lack of affection for the always crowded United Way parking lot...

I'm taking my Chevrolet down to that crazy parking lot to see if I can hang it somewhere!

Her disclaimer for being the self-appointed campaign nag...

I know I sound like a Dutch uncle, but...

When she wasn't altogether convinced...

I trust that information about as far as I can sling a piano.

In bringing comfort to a strained executive director...

Our job at that this firm is to bring Structure to Chaos. Now, how does that sound to you?!?

In presenting unconventional fundraising ideas to doubtful clients...

If I had good sense, I'd be crazy!

And last, but not least, her daily farewell upon leaving the office, purse over shoulder...

I'll be at my desk.

We Want You to Know...

Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with both large and small faith-based organizations, helping sew the seeds of compassion, hope and charity.

[See a list of our faith-based client partners...](#)

Our Transformational Services

Raising the funds to meet the mission and ministry needs of churches is becoming increasingly challenging. At Alexander Haas, we understand the challenges that congregations face in raising the funds to support their mission. More importantly, we understand how to overcome those challenges. We offer a variety of stewardship services for the unique needs of faith-based organizations.

[What can we help you with?](#)



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