

RISE

Results in Independent Schools E-newsletter
Shining a Light on Fundraising

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



from the standing-desk of
David H. King | President & CEO

Insights Don't Come from Confidential Studies

Allow me to propose a scenario. Imagine you make widgets and are considering launching a new widget. Before you go to market, you would like to know if your customers will buy the new widget.

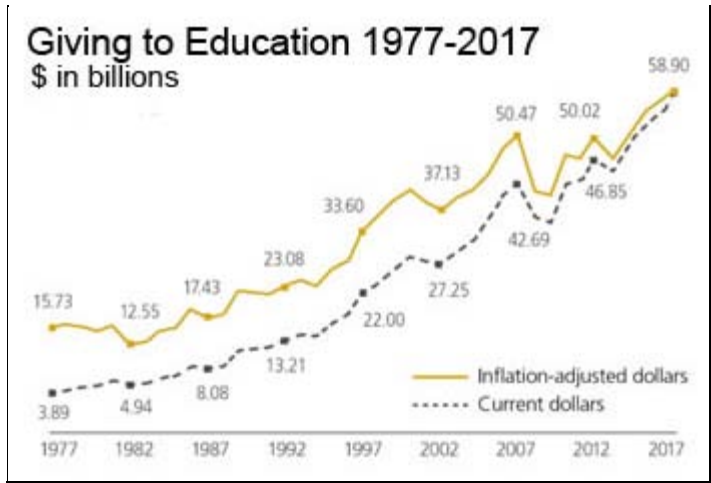
A consultant comes to you and says that for several thousand dollars, they will go out and talk with your top 30 customers about the new widget. The consultant will get feedback on what they like and don't like about the new widget and find out if they would buy the new widget, how many widgets they would likely buy and if there is anything you could do that would influence them to buy an even larger quantity of widgets. The consultant will also ask them what they like and don't like about your business, your other widgets and how you treat them as customers.

After the interviews are completed, the consultant will tell you if you should launch your new widget and how many widgets you are likely to sell. That would be really valuable information to have before you start making the new widget, right?

But there is a catch...

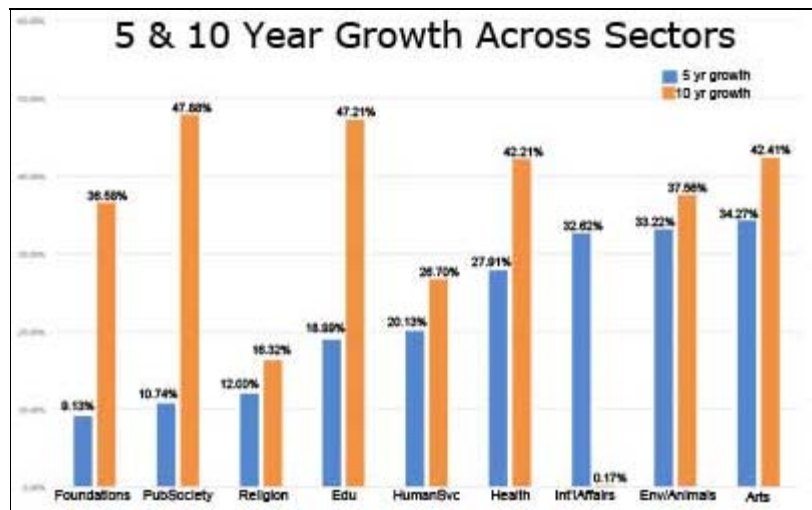
Giving in 2017 \$410.02 Billion

Giving USA 2018: The Annual Report on Philanthropy for the Year 2017, was released on June 12th, marking another high point for American philanthropy. **For the first time, giving exceeded \$400 billion in a single year, increasing 5.2% at \$410.02 billion** (3.0% adjusted for inflation) over the revised total of \$389.64 billion contributed in 2016.

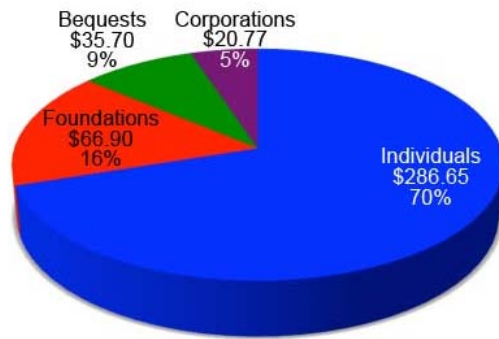


Highlights of Giving to Education

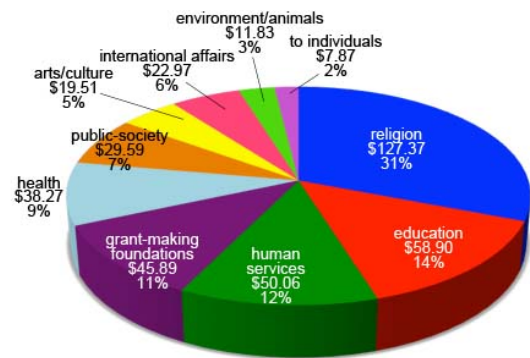
- The education subsector received the **second-largest share of charitable dollars in 2017**, at 14% of the total.
- Contributions to education organizations **grew 6.2 percent from 2016 to \$58.90 billion in 2017**. Adjusted for inflation, giving to education organizations increased 4.0%. The two-year change in giving to education between 2015 and 2017 is an increase of 11.0% in current dollars.
- Compared with charitable organizations of all types, higher education institutions analyzed by the Blackbaud Index **saw a greater increase in online giving between 2016 and 2017**.
- The education subsector has received between **11% and 14% of total recipient contributions in the past four decades**. Giving to education has been at its strongest in the last four five-year periods.
- Education received the **largest share of donor-advised fund dollars at 29%**, higher than the percentage of charitable dollars that went to education in Giving USA's measurements of overall charitable giving.



Giving by Source \$410.02 billion



Giving by Recipient



More information from the *Giving USA 2018* report can be found [here](#).

The GUSA Data Breakdown Are You Listening to Our Podcast?



NonprofitNews.com thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)** [sic].

And there is no better time to check out what the praise is all about with this edition that features our President & CEO, **David King** as he **breaks down the numbers in the newly released Giving USA 2018**. [Take a listen.](#)



Turn their **NO** into a **YES!**

DOWNLOAD YOUR FREE GUIDE:
Overcoming Objections

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Best of the Web: Should You Ask Your *Employees to Give*

"One day someone is going to have to explain to me, slowly, how and why employees of a university are supposed to donate to said university."

That question, in response to a provocative blog, could apply to any nonprofit that conducts an employee giving campaign.

Our response is simple: Employees of a charitable organization are NOT expected to donate to it, but this doesn't mean they should not be invited to do so. Certainly, there should be no pressure to

give and no shame in not giving.

Have you read [John Warner's blog](#) on *Inside Higher Ed* dot com? While his piece offers one perspective, ours is very different.

[Here's our perspective...](#)

We'd Like You to *Know*....

Our Transformational *Fundraising Services*

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transformational Services. [Jump!](#)

Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, independent schools that help transform our nations adolescents into our next leaders.

[Take a look at our past and present *Independent School Client Partners*.](#)

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