

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

Ways to Empower Your Board for Success

Nonprofits could not achieve their goals without the collective manpower and connections of their board members. Yet, with the average board consisting of 16 individuals - each having other obligations and priorities in their lives - managing them effectively can be a challenge. Rather than struggling to reign in a troublesome board, here are four ways nonprofit leadership can set their board and organization up for success.

Define & Communicate Clear Expectations from Day 1

When an organization comes to us with a perception that their board isn't functioning well, we can usually trace it back to a miscommunication when they initially asked a board member to volunteer. The expectations of the staff are often vastly different than what the volunteer assumes their role to be. It's imperative that nonprofits clearly define and communicate realistic expectations when asking someone to volunteer on their board.

Value Board Members as Individuals, Not a Group

Nonprofits need to look at the skill sets of individual board members, their availability and time constraints, and make sure they are using each person where they can be most effective. For example, there may be one very busy board member who has the right connections but a limited amount of time to give.

[Instead of inviting that person to 20 meetings...](#)

Communication: What's Your Agenda?

"The biggest problem in communication is the illusion that it has



taken place." - George Bernard Shaw

When soliciting gifts or when cultivating donors, you may think your communication is clear, but often that's not the case.

You can be so intent on telling YOUR story, talking about YOUR organization's mission, and sharing YOUR organizational needs that you miss the point of clear communication and that is this: It's a two-way street.

A recent study found when patients go in for a checkup and begin talking, the doctor usually interrupts the conversation within 8-10 seconds so they can get right to business. Time constraints can prevent the doctor from listening. The patient, on the other hand, wants to share background information in an effort to reduce anxiety and to make sure the doctor has all the information.

This is similar to what occurs during the donor solicitation process. The solicitor comes wanting to secure a gift while the prospective donor comes ready to receive information, share advice, or hold on to money!

[Here are some basic steps that will help you improve your communication with prospective donors:](#)

Listen and Learn....

How to Navigate Change in Your School

As your school adapts to a new vision, your donors come along for the journey. And as your donors change, how they think about money and philanthropy may also change.

In this podcast, Alexander Haas President and CEO, **David King** is joined by **Jennifer Jones**, Assistant Professor of Nonprofit Management and Leadership at the **University of Florida** and **David Daniel**, Director of Field Operations for **The Nature Conservancy**. The two share recent research and specific steps your institution can take to maintain strong relationships with donors.



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].

Catch a new episode of Futures in Fundraising each month on Tuesdays at 10:00 am (EST) on Facebook Live.

To download this show and catch up on others, find us on iTunes.

[Listen up this is good stuff...](#)

Get to Know...

Team Member Spotlight: John Taylor

Meet **John Taylor**, Partner with Alexander Haas! As a Partner, John applies his extensive background in development to serve a wide variety of clients. For over 30 years, he has served as a leader in the field of advancement, campaign management, and board development and has helped nonprofit organizations around the world to enhance the operational aspects of advancement and assist them with strategic and campaign planning, preparation and execution.

In this month's **Team Member Spotlight**, John shares what inspired him to join the Alexander Haas Team, why he loves helping others and his favorite go-to resources for news and information in the fundraising field.



[Don't miss this spotlight...](#)

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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