



RISE

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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

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from the desk of
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Partner

A Better World, One Day At A Time

One of the benefits of working with organizations across the country is the opportunity to see and comment on common issues and trends we observe across the field, drawing from our diverse experiences over the years.

In this moment, optimism and ambition abound for many organizations, with strategic planning and major campaigns in the works or underway and donors making significant philanthropic investments in causes they support. Now that we've passed the fourth anniversary of COVID-19 entering our lives, most institutions have finally found a new operating norm. The professional landscape for employees, however, is still very much a work in progress.

The practice of development is increasingly challenging and complex, with staff balancing administrative and managerial responsibilities, face-to-face relationship building with donors, and the ongoing need for professional development to stay technically proficient. A full slate of tasks, pressures, and demands compete for priority on a day-to-day basis.

Employee turnover and the problem of finding quality candidates for development roles at all levels is perhaps the most difficult challenge facing nonprofits today. Practically every organization I've encountered has continually been in some stage of the hiring process for several years, a reaction in part to realigned priorities among development professionals and unrealistic expectations by leadership. This culture of instability, competing priorities, and increased workload has naturally led to frustration and burnout among many of those who have remained.

When each of us chose a life in nonprofit development, at least in the beginning, we accepted a higher calling to improve the quality of life for those who would benefit from our work. It's baked into our DNA that we should be spending our days making the world a better place, but that idealism is too often overtaken by the realities of daily life.

Our organizations' ambitions and ongoing efforts to strengthen society will only be possible through a healthy, sustainable work culture for employees. But likewise, all of us who work on the front lines of philanthropy should also strive to rise above the functional, often unglamorous, daily tasks of our jobs in the service of a collective

outcome that transcends any of our individual roles.

Such a shared, renewed commitment to our higher calling will surely lead to a better world for all of us, working together one day at a time. It is a cause worthy of our life's work, indeed.

[Our Team](#)

A Snapshot of Independent Schools: Regional Associations

Mid-South Independent School Business Officers is up next. Let's look at what participating schools raised in philanthropic funds in this regional association.

School Count 224

Advancement Median Funds Received for '22	\$1,880,044
Median Number of Donors	747
Median Percent Participation by Constituency & Hard Credit Funds Received	
Median % Participation by Parents/Guardians of Current Students	62.1% \$450,183
Median % Participation by Alumni/ae	6.8% \$109,804
Median % Participation by Grandparents of Current Students	14.2% \$78,352
Median % Participation by Parents and Grandparents of Alumni/ae	8.2% \$210,186
Median % Participation by Employees	86.2% \$28,565

Trustees	
Median Number of Trustees	17
Median Hard Credit Funds Received by Trustees	\$103,137
Median Soft Credit Funds Received by Trustees	\$83,750
Funds Received by Purpose ('22)	
Median Funds Received for Current Operations: Unrestricted	\$698,811
Median Funds Received for Current Operations: Restricted	\$251,691
Median Funds Received for Endowment	\$212,096
Median Funds Received for Other Capital Purposes	\$725,236
Median Funds Received for Irrevocable Deferred Gifts at Face Value	\$300,000

[Data from NAIS Facts at a Glance.](#)

[Our LinkedIn](#)

Midlevel Donors Offer Huge Opportunity

According to a new report, donors, who give \$1,000 to \$10,000 annually, are extremely loyal. While they're unlikely to move into the ranks of major donors, they are good prospects to increase their giving within that range and help organizations through lean times.

The report found a variety of shared characteristics that can help fundraisers court midlevel donors, retain them, and increase their giving.

Key Findings

- 53% of midlevel donors have been giving to the charity they support for 10 years or more.
- These donors also tend to be older; the lion's share are either baby boomers (61%) or members of the silent generation (21%). Only 13% are Generation X, and 5% are millennials and Gen Z. 59% identified as women, while 39% identified as men, and 3% chose not to answer.
- Most midlevel donors connected with their favorite causes when they were young; 72% engaged with their cause by the age of 39. The bulk of those people (42%) connected at age 20 to 39, while a smaller share (19%) connected in their teens, and the remainder (11%) found their cause at age 12 or younger.
- Nearly a third of midlevel donors have made a bequest to a charity, and 23% are considering it. The survey data also pins down a good age range for fundraisers to begin approaching people about charitable bequests.

Midlevel Advice

- **Make your website easy to navigate.** It's important for donors to be able to find the group's mission statement and donation page. Nearly 40% of midlevel donors visit the charity's website when researching them.
- **Change the overhead narrative.** Donors who are baby boomers or older believe roughly 77% of funds should be spent on programs, while millennials and Gen Z give an estimate of 66%, allowing a third for overhead.
- **Diversify donors.** 89% of midlevel donors are white, which is a wake-up call for organizations to broaden their internal makeup, the makeup of their staff, the makeup of their boards, so they attract donors of color.
- While donor-advised funds are quite popular to **talk about in fundraising circles**, only 20% of respondents said they had them. Another 8% said they were considering starting one. *COP, 3-14*

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"Be" Haas Inducted into Hall of Fame

Beatrice "Be" Haas- Atlanta's First Fundraising Consultant, was honored as one of **The Georgia Women of Achievement Hall of Fame** at a ceremony in March. Be, one of our Founding Partners, was one of four outstanding women lauded at the event held during Women's History Month.

Be was honored for being a trailblazer! She founded and was CEO of the first fundraising consulting firm in Atlanta in 1954. She spent many years as an active volunteer for the **League of Women Voters**. She was twice honored as *Woman of the Year* in Atlanta and served on the Board of Directors for several businesses and nonprofit organizations. In November 1993, she received the first *Lifetime Achievement Award* ever given by the **Georgia Chapter of NSFRE**. Her enormous impact on the community is because of her tireless work as a business, civic, and philanthropic volunteer, and it is because of that work that she was inducted into the Georgia Women of Achievement Hall of Fame.

The Georgia Women of Achievement was established after Rosalyn Carter approached Wesleyan College* with the idea of establishing a center to recognize Georgia's most distinguished women. She was among some of the state's greatest leaders as a founding committee member which created and established this organization. The first induction to the GWA Hall of Fame was held in 1992. Since then, the organization has been celebrating Georgia's women of achievement during Women's History Month in fields such as the arts, business, government, health, sciences, journalism, and more.

Whether you knew Be or not, we urge you to watch this celebration of her life and work from her family and colleagues [here](#).



**Alumni Client Partner*

Welcome New Client Partner



We Know Independent Schools

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with so many remarkable independent schools, both secular and non-secular, across the country that help mold today's adolescents into tomorrow's leaders. Take a look at our list of independent school clients, past and present.

[Our Clients](#)

A Fresh Approach to Fundraising

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 organization's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your institution, 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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