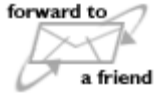




**First Things First**



December 6, 2018  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



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

## The New Era of Year-End Giving

Many nonprofits rely on year-end campaigns to fund their organization. While some tried and true strategies exist, 2018 will have a twist that nonprofit organizations need to plan for as they establish their end-of-year giving campaigns.

### 1. Setting a Specific Goal

Every fundraising campaign your nonprofit engages in should have a clear, realistic goal attached to it. Is your year-end campaign going to fund something specific in the new year? Do you want to attract a certain number of new donors? Are you trying to get a certain number of donors to sign up for recurring gifts? Are you counting on year-end gifts to reach your annual fundraising goal? Having a specific goal makes it easier to measure and achieve success. It also allows you to sustain momentum as you inform your team and donors about your progress throughout the campaign.

### 2. Determine Your Target Audience

Not everyone needs to know about your campaign. With a clear goal in mind, you will be able to see which donors need to see your messaging. If your goal is to attract new donors then all you're asking from your existing donors is to "tell a friend", while the heavy messaging will be focused on prospects outside of your current donor pool. However, if your organization is using the campaign to fund a special project, then you're likely going to have a pre-selected, targeted group of existing donors who will be receiving messaging around the impact they will have through this specific gift.

### 3. Setting the Clock

Segmenting your target audience will also dictate whether your organization should appeal through mobile, snail mail, email, social media, or phone calls. This, in turn,

will determine how early you need to begin your campaign and how often you will need to create touch points between your organization and your target audience. One snail mail letter to a long-time donor for a year-end gift may be enough. Two or three emails over a few weeks may inspire donors to "tell a friend" about your organization and recruit new prospects. Likewise, a steady stream of social media posts (campaign appeals, updates and inspirational stories) over a longer period of time may be what's needed to motivate your key audience to take a desired action.

**No matter when you begin your year-end campaign, you'll want to include....**



### **No Good Gift Goes Unpunished**

*by David T. Shufflebarger, Senior Partner*

Not 24 hours after the announcement of the world's largest gift to higher education, there were those eager to criticize it. "Wait, Is Bloomberg's \$1.8-Billion Donation to Johns Hopkins a Good Thing?" screamed the headline in the November 20th issue of *The Chronicle of Higher Education*.

Michael R. Bloomberg's gift will enable the university to significantly increase the number of qualified low- and middle-income students who can attend. In his own words, the goal is to "eliminate money problems from the admissions equation for qualified students." The university will replace loans with scholarships for students, starting in the spring of 2019.

The university will also use the money to diversify its undergraduate enrollment, making one in five students eligible for Pell Grants up from the current one in 15 students. That's a good thing.

Critics contend he could have made a bigger difference by giving to programs with a broader reach. He already has done that with his American Talent Initiative (ATI). Through ATI, Bloomberg Philanthropies brought college presidents and higher education thought-leaders together to address challenges facing high-achieving, lower-income students. ATI is a collaboration between the Aspen Institute's College Excellence Program, Ithaca S+R, and a growing number of colleges and universities "dedicated to substantially expanding opportunity and access for low- and moderate-income students." ATI members all graduate at least 70 percent of their students within six years. That's also a good thing.

In addition, Bloomberg Philanthropies supports the CollegePoint initiative, "which provides virtual, high quality college and financial aid advising to thousands of high-achieving, low- and moderate-income students across the United States." That's yet another good thing.

## *Listen & Learn...*

### **The Importance of Planned Giving**



"The key to being a good fundraiser is being donor centric." **Lula Dawit**, Director of Planned Giving for The Woodruff Arts Center\* joins Alexander Haas President and CEO, David King to discuss the importance of planned giving.

The two dive into the continued impact of the 2017 Tax Act, managing fundraiser/donor relationships and how the arts are shaping the local Atlanta community.

[Go here to listen to this podcast.](#)



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

### **Team Member Spotlight: Jarrad Howard**

Meet **Jarrad Howard**, Campaign Strategy Studies Coordinator at Alexander Haas! Jarrad's passion is rooted deep for nonprofits and the arts. With a Bachelor of Arts degree in Theatre from **Brenau University**, and as a member of the Gainesville Theatre Alliance, Jarrad's background in music and theatre led him to development and fundraising.

In this Team Member Spotlight, Jarrad shares what initially sparked his interest in the arts, his views on trends in millennial giving along with some humor and laughs!



## **Transforming Institutions**

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UPSTATE

University of South Carolina Upstate

**University of South Carolina Upstate** in Spartanburg is a new Client Partner.

[Take a look at our past and present Higher Education Client Partners.](#)

## **Our Transformational Fundraising Services**

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