



October 27, 2022



from the Scenic East Texas office of
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Partner

The Most Wonderful Time of the Year

Growing up, I always loved the time of year when the leaves begin to turn, the sound of the high school band practicing their halftime show down the street, crisp cool mornings, blankets, and the smell of a fire somewhere in the neighborhood. With all the traditions and celebrations that come with the last few months of the year, fall has always been my favorite season.

Over the years, I've also grown to look forward to the time we grown-ups call "Q4," with the return to work after the summer slowdown and all the energy we pour into end-of-the-year giving. As we settle into another fall season, this seemed an appropriate time to offer a few considerations for the time of year when most donors make their charitable gifts.

Focus on Impact, Not Just a Budget Goal

Whether your revenue is behind goal or December marks the end of your fiscal year, it can be tempting to focus too heavily on meeting a specific financial target or overemphasize terms like "helping us balance the budget" or "fill the gap." Use this moment to create a sense of urgency, but not at the expense of positive messaging and deepening relationships for the right reasons.

It's appropriate to comment on your organization's dependence on philanthropic gifts, but there should always be a rational and emotional connection to the important work a donor's gift will make possible. Joyful donors give increased amounts over time because they want to make the world a better place through their generosity, not just feel like they're turning a number from red to black on a spreadsheet.

Take Advantage of Giving Tuesday

The Chronicle of Philanthropy reported that some 35 million donors contributed more than \$2.7 billion on the Tuesday after Thanksgiving last year. As **GivingTuesday** becomes increasingly synonymous with the holiday season, it's likely your donors are already being actively solicited to give on that day to other organizations and causes they support. Why not yours?

Virtually all **GivingTuesday** gifts are made online. Take advantage of email and social media as effective free channels to promote and solicit participation on this special

day. Even if your organization has a limited database of email addresses and a minimal infrastructure to process gifts online, **GivingTuesday** should still always be part of your year-end strategy.

Even a Modest Effort Can Make a Difference

There is still time to make an impact through a limited but strategic effort this year! At a minimum, a personal letter sent in November that thanks donors, celebrates the successes of the year, and encourages a year-end gift can be very effective. You might also consider sending a brief, focused follow-up letter to a smaller list of key donors who haven't responded in mid-December, especially to those who last made gifts in 2021, along with phone calls, personal emails, and in-person visits.

Along with **GivingTuesday** promotion, time-sensitive campaigns with specific constituencies (such as trustees, alumni, or employees), securing and promoting a year-end challenge gift, or other strategies can bring maximum impact to your fundraising between Halloween and New Year's Day.

And especially at this time of year, be sure to remind donors of the benefits of giving stock, directing a distribution through their donor advised fund, a qualified transfer from their IRA, or ways to give other than just writing a check or putting a gift on their credit card.

As always, we at **Alexander Haas** wish you the best at this most wonderful time of the year and encourage you to call on us if we can assist in strengthening your fundraising strategy and results. May these next few months closing out 2022 be your most productive and fruitful season.

[Our Team](#)

Read Above!!

November 29, 2022

The logo for GivingTuesday features the word "GIVING" in a large, blue, sans-serif font. The letter "V" is replaced by a red icon consisting of three stylized, overlapping shapes that resemble a heart or a gift. Below "GIVING" is the word "TUESDAY" in a smaller, blue, sans-serif font.

[select for more info](#)

Wealthy Young Donors Want to Give Differently Than Parents Do

When making big charitable-giving decisions, a new study finds that 76% of wealthy donors are likely to give to different causes and nonprofits than their parents and to give in ways that differ from how the older generation donates to charity. By contrast, 82% of parents in the survey who give believe that they and their children share the same philanthropic goals.

Women respondents were especially keen to differentiate their giving: 88% of women said they plan to or are already giving differently than their parents, compared with 69% of men.

Roughly 60% of affluent people of color said they would give differently than their parents, which the study's authors interpret as evidence that wealthy people of color's philanthropic

identities are more rooted in their family's giving legacies and traditions than that of their white counterparts.

The [2022 Bank of America Private Bank Study of Wealthy Americans](#) surveyed 1,052 high-net-worth U.S. respondents over the age of 21 with at least \$3 million in investable assets, excluding their primary residence.

More Key Findings

- Half of the younger donors said they would give through a charitable trust, compared with only 15% of older donors.
- Thirty percent of younger donors said they favored DAFs compared with only 14% of older donors.
- Twenty three percent of younger donors showed a preference for giving through a foundation, compared to only 11% of older donors.
- Nearly 70% of people who made their own wealth reported feeling an obligation to give back, compared with 44% of people who come from already-wealthy families.
- Almost 90% of the younger people were extremely confident that they are not only well prepared to step into the role of wealthy philanthropists, but that they will also be more effective at it than their elders.

[More here.](#) COP, 10-11

9 on Forbes 400 Have Given 20% of Net Worth

Forbes magazine compared lifetime “out-the-door” giving—money spent, not waiting in a foundation or donor-advised fund—as a percentage of current net worth and found that nearly 77 percent of the 2022 Forbes 400 whose giving could be effectively measured have given 5 percent or less of their net worth, while more than 41 percent have contributed less than 1 percent.

Nine individuals or couples—up from eight in 2021—have lifetime giving of at least 20 percent, including **Bill Gates** (#2 on the list with a net worth of \$106 billion); **Melinda French Gates** (#143, \$6.4 billion); **Amos Hostetter Jr.** (#327, \$3.4 billion); **MacKenzie Scott** (#18, \$37.7 billion); **Warren Buffett** (#5, \$97 billion); **Gordon and Betty Moore** (#104, \$7.5 billion); **Lynn Schusterman** (#343, \$3.2 billion); **John and Laura Arnold** (#332, \$3.3 billion); and **George Soros** (#128, \$6.7 billion), who topped the list as America's biggest donor as a percentage of net worth for the third year in a row. Soros has given away \$18.1 billion, representing nearly three times his current net worth.

[More here.](#) Forbes, 9-29

Welcome Back Client Partner

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

We Know College & Universities

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with so many large and small college and universities; both public and private institutions, across the country. These schools that help mold today's young adults into tomorrow's leaders. Take a look at our list of higher education clients, past

and present.

Our Client Partners

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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