



# Team

The Education Advancement Monitor

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the desk of  
**Kevin Smyrl** | Associate Partner

## It's Not About the Money

More and more often these days, I sit in my office and literally shake my head. Three weeks ago, unimaginable terror and atrocities began in Israel and Gaza. The US House of Representatives finally elected a Speaker after weeks of turmoil. A drawn-out war continues in Ukraine and Russia. As I sit here thinking about all that is going on, I'm very guarded about what I say and to whom I say it, both personally and professionally. As difficult as it is for one to think about what can be said, it's many times more difficult for leaders of organizations to decide what can be said on behalf of the organization and when.

As fundraisers and nonprofit leaders, it's easy to freeze and say nothing out of fear of losing donors or volunteers. Fear of damaging the organization's reputation. Or fear of getting fired because you shared your opinion. That's a fine strategy and only you know your situation and your constituents best. But let me offer a thought.

I know for certain that many people right now are worried, even scared about all that is going, including myself. These are people we care about, our volunteers, our benefactors, our students and parishioners, the people we serve. We care about them not because of the money or time they donate but because they are compassionate people who want to make a difference in their community, their school or church, or the world. Many, if not most of us, have donors, volunteers, and constituents who are directly affected by one or more of these events. Have you reached out individually or to a group to say, "I want to see how you are doing"; or "I know this is a difficult time and I hope you are well"? This isn't about moving a donor closer to a gift; it's about caring for the people who care for us and our organizations.

Leaders can do the same within their organizations. I saw a note yesterday from a prominent non-profit leader sent to senior leaders in his organization. In the note he said in part, "As leaders, our top priority must be our community and the well-being of everyone we serve... and we encourage each of you to spend some time checking in with students, talking with your colleagues, and continuing to carry out your exemplary leadership during this important time".

Most of the worries, about saying the wrong thing at the wrong time, stem from fear of

being portrayed as being on the “wrong side”. It is possible, despite all the current narratives, to respect everyone’s views and beliefs without taking sides.

Our Team

# GIVING TUESDAY

## Are You Ready?

Unless you’ve been living at a research center at the South Pole or hibernating in an ashram in Bali for the last 21 years, we don’t have to tell you how impactful [#GivingTuesday](#) is on nonprofit organizations all across the globe.

**This year’s event is on November 28...just a few days away!**

We trust you are preparing. Make sure you pay attention to the article below, *9 Simple Ways to Raise Money Online*. Thirty-five million GivingTuesday donors in the US gave \$3.1 billion in 2022, a 15% dollar increase over 2021.

## 9 Simple Ways to Raise More Online

It’s that time of the year, the busy year-end giving season! With nearly all nonprofits vying for donors through email, social media, texting, or a mix of communication channels, it’s vital to create digital campaigns that grab attention and motivate giving, especially during the last few months of the year. As the busy “giving season” gets underway, The Chronicle of Philanthropy have top tips and insights, to help boost online results and reach year-end revenue goals.

### Find Social-Media Influencers in Your Network

Influencers are the lifeline of digital fundraising. Finding an influencer that are passionate about your organization and can share the compelling message about the importance of the work that is being done and that has been done. This could include existing donors, volunteers, or others who are close to your nonprofit.

### Foster Competition

In higher ed for example, create a “digital reunion,” to challenge graduated classes to compete to make the most gifts and involved the participation of ambassadors from each class. Those mechanisms help foster healthy competition.

### Lean on Your Volunteers

Identify those who are comfortable with digital tools and think about how to best put their skills to work. For example, one volunteer might be able to help create videos or graphics, while another might be better suited to help with thank-you phone calls.

### Don’t Forget About Your Board

Get trustees and other key volunteers to help with fundraising, such as by asking them to make a gift early in the campaign, so you can highlight those contributions to help build momentum.

### Thank and Follow Up With Donors

The big picture is not only to secure donors, but to also retain them. Create a stewardship plan, that should include more than just an automated email acknowledgement of online gifts. Send a thank-you letter, add donors to your email list, and show appreciation through social media, direct mail, and email outreach after the campaign ends, she suggests.

### Create Compelling Videos

Make videos that resonate, focus not on what your nonprofit does but why, and then show the happy ending or positive results your work brought about. Use Your Phone. Useful videos don't always need to be highly produced.

### Stay Front and Center

Send newsletters. Be active on Social Media. Create digital campaigns throughout the year, all leading up to Giving Tuesday. The key is to make sure you're not just always asking for money.

### Start Small

If you're a small nonprofit or new to online fundraising, you should start small so you can build muscle. Start with a two-week campaign to try to raise a certain amount and see what happens and which messages work.

### Be Flexible

When planning a campaign, carefully consider your staff's bandwidth to do the work, and be willing to push back the timeline if needed.

[More here.](#) COP, 10/16

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Our Facebook

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## Client Partner News

Current Client Partner **Washington & Jefferson College** received a \$50 million gift from the estate of **Anica Donnan Rawnsley**. The largest gift in the college's history will support a scholarship endowment in Rawnsley's name and provide need-based support to students from the Washington County region of Pennsylvania. Rawnsley, who passed away in August, had become W&J's first female trustee in 1975.

**President John C. Knapp** said of Rawnsley, "She had a bold vision to make it possible for future generations to afford and benefit from a W&J education."

The new scholarship fund will allow the College to invest millions of dollars annually in the people of its community and region. "It was a privilege to know Anica and her passion for providing students in this area with an education of exceptional quality at a cost within their families' reach," added Knapp.

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Congratulations to our Alumni Client Partner **Louisiana State University Health New Orleans Foundation**, who received a \$7.5 million gift from **Billy and Marcia Beer**, to endow full-tuition scholarships at LSU Health New Orleans School of Medicine so that qualified students who would otherwise be unable to afford medical school can become physicians.

The Beers included an interesting stipulation in their gift agreement that says: “upon completion of their medical school and residency training and upon the beginning of their medical practice that each scholarship recipient demonstrates an appreciation of their gift by offering, when practical, one day of free medical care each month to a patient unable to afford care.”

[Our LinkedIn](#)

## Happy 36th Anniversary to Us

The traditional gift for a 36th anniversary is bone china. This material is known for its resilience, longevity, and durability...and we think that sums up the last 36th years of Alexander Haas.

As we pondered the significance of the gift, we realized we are a lot like bone china. We have been resilient through the last 36 years. Through leadership changes, office changes, logo changes, we have persevered...and for more than three decades. Our longevity speaks for itself. Three decades of serving the nonprofit community; first in the Atlanta metro area, and as word of our success filtered through the region, we now have served clients from Maine to Hawaii.

As we eye the next big one (we see you 50), we will continue to keep our standards high. Our partners will continue to provide unparalleled fundraising counsel. And our clients will continue to attain new levels of success. And that's durability!

*At Alexander Haas, we Transform Institutions that Transform Lives.*

The logo for Alexander Haas features the name "Alexander Haas" in a large, elegant, purple script font. Below the name, the tagline "TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES" is written in a smaller, purple, all-caps sans-serif font.

TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

### We Know Colleges & 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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