

Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



from the home-office desk of
Sandra K. Kidd | Senior Partner

Ten Things You Can Do for Giving Tuesday 2020

Giving Tuesday 2020 is December 1—and we already know this year will be different. A record number of charitable groups are expected to participate. Since its start in 2012, Giving Tuesday has grown every year. In 2019, the event raised \$511 million in online gifts, and the total of offline and online gifts made for

Giving Tuesday neared \$2 billion.



Whether you're a Giving Tuesday veteran or this is your first time to plan an online giving day appeal, here are ten tips you can use for December 1st.

1. **Start now.** If you have donors who like to give at years end, ask them to consider making a gift in November leading up to Giving Tuesday. Also consider asking one or more donors to match all Giving Tuesday gifts so that online givers can double their dollars.
2. **Make sure your email list is up to date** to minimize the number of bounced emails. 1.
2.
3. **Prepare a digital "elevator speech"** for your Giving Tuesday appeal: Can you articulate your mission in under 2 minutes?
4. **Be inspirational.** Use a quote from a donor, Board member, or a staff member about why your work matters.
5. **Send a message of hope, not despair.** We all know this has been a tough year, so strive to make your message a positive one. Don't focus on how little you have, but on how much more you can do through the generosity of your givers.
6. **Go visual.** A 1-2 minute video or 3-5 photos can make a big impression. When you can, use images and voices of people who benefit from your organization's

work...with their permission of course.

7. **Focus on collective impact, not competition.** Some online giving days in the past thrived on which constituency could raise more money or get more donors. This year, think about emphasizing the collective impact of your donors giving together.
8. **Include a financial snapshot** or links to your online financial or annual reports. Create a simple pie chart of revenues and expenses or use a graphic to show where a donor's dollar goes.
9. **Ask for specific amounts.** Creating specific choices for donors helps them find the level that is right for them. If your average gift last year was \$100, consider promoting giving options of \$200, \$120 (\$10 per month), \$50, and other.
10. **Say "Thank You,"** not once but several times over! Make sure your donors know that you appreciate their support, not just on December 1, but all year-round.

We Think You Should Know

Giving Was Up 7.5% in the First Half of 2020

According to a new survey, charitable giving in the first half of 2020 increased by almost 7.5% over the first half of 2019. That marks a big shift from the first quarter of this year, when giving was 6% behind the same period in 2019. The second quarter also marked a five-year high in the number of donors and contributions.

- Donors who gave less than \$250 were a major driver of growth, increasing 19.2% over the first six months of last year.
- The number of midlevel donors, who made gifts of \$250 to \$999, and major donors, who made gifts of \$1,000 or more, increased year-over-year by 8.1% and 6.4%, respectively.
- The overall number of donors increased by 7.2% over 2019, with new donors increasing by 12.6%.
- Donor retention increased 1.8% overall. Despite a sharp decline in the number of new 2019 donors retained in 2020, the number of repeat donors retained or recaptured from previous years increased sharply in the second quarter.

The results are from the *Fundraising Effectiveness Project*, which is managed by the **Association of Fundraising Professionals** in collaboration with **GivingTuesday** and analyzes donation data from the *Growth in Giving Database*. COP, 10-6



to **Children's Healthcare of Atlanta** from the **Arthur M. Blank Family Foundation**. The largest gift in the healthcare's system's history, the gift will support a new pediatric hospital to be named the **Arthur M. Blank Hospital**. *AJC, 10-13*

The **Ressler Gertz Family Foundation** has committed to contributing \$5 million to the **Herman J. Russell Center for Innovation and Entrepreneurship**, the largest nonprofit center for Black entrepreneurs in the nation, to expand its reach and provide financial support to local Black-owned businesses. In partnership, the Hawks Foundation pledged \$10 million to the new **NBA Foundation** to facilitate sustainable programming and create positive change locally. *Metroatlantaceo.com, 10-28*

Morehouse College will share in a \$12 million gift donated by **Morgan Stanley** to establish the new Morgan Stanley HBCU Scholars program, an initiative that will provide full scholarships to 60 students at three participating institutions. Morehouse will receive funding to award 20 new academic and needs-based scholarships over the next four years. *Metroatlantaceo.com, 10-23*

Georgia Council for the Arts awarded 77 organizations more than \$585,000 through the *Vibrant Communities and Cultural Facilities* awards. Recipients include, among others: **Athens Fil Arts Institute, Boys & Girls Clubs of Metro Atlanta***, **Cherokee Chorale, Elm Street Cultural Arts Village**, and the **North Georgia Arts Guild**. *Metroatlantaceo.com, 10-22*

AT&T will invest \$500,000 in four Atlanta nonprofits in an effort to empower the traditionally underserved and drive economic mobility in Atlanta. Recipients include: **Construction Education Foundation of Georgia, Per Scholas Atlanta**, the **Village Market**, and **On the Rise Financial Center**. *Saporta Report, 10-21*

DeKalb County District 2 appropriated \$800,000 for a *Nonprofit Rapid Recovery Grant Program* for nonprofit agencies that have their headquarters or primary location in that district. The nonprofit must have either lost the ability to operate, been forced to close, have become negatively impacted by the COVID-19 crisis, or laid off or furloughed employees. *Metroatlantaceo.com, 10-22*

Gwinnett Chamber of Commerce named **Rainbow Village*** CEO **Melanie Conner** to its 2021 Board of Directors. At the helm of the nonprofit since January 2018, Conner has led the ongoing evolution of a transformative program that serves families experiencing homelessness. *Metroatlantaceo.com, 10-16*

HealthMPowers received a grant from the **Anthem Blue Cross and Blue Shield Foundation for Girls Empowering Movement**. The \$100K, one-year commitment will support new physical activity programming. *Metroatlantaceo.com, 10-14*

The **Center for the Visually Impaired*** named **Lisa Kennedy, ACFRE** president and chief executive officer. Kennedy has served as the interim president since the previous president and CEO, **Fontaine Huey**, retired in March 2020. Kennedy spent almost a decade with **Bobby Dodd Institute** as chief advancement officer. *Metroatlantaceo.com, 10-13*

*Alumni Client Partner

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Be realistic with your
year-end appeal goal.
It may be difficult to predict
how donors will respond at
the end of this unusual year.
Set your goal with
realistic expectations.

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More News of Interest

CEO Confidence Up Sharply Heading into Q4

The **Conference Board Measure of CEO Confidence**, in collaboration with **The Business Council**, reports that CEO confidence rose sharply in the final month of Q3, after a moderate increase in the first month of Q3. The measure stands at 64, up from 45. (A reading above 50 points reflects more positive than negative responses.)

- Capital spending plans improved, with 25% of CEOs anticipating increased spending over the next 12 months, up from only 15% earlier in the quarter.
- 36% foresaw upward revisions in capital spending beyond the next 12 months.
- One-third of CEOs say they anticipate reducing their workforce over the next 12 months.
- 21% of CEOs foresee no increase in their employees' wages and 5% saying they may reduce wages.
- Expectations that wages will be on a much better trajectory beyond the next 12 months.

CEOs were asked to predict the pandemic's most important long-term impacts. More than 8 out of 10 named accelerating digital transformation among the key legacies of COVID-19. Additionally, 48% of CEOs cited increased demand for transparency in communication and information-sharing across the organization, while 45% felt the need to rethink current business models.

More [here](#).

Nonprofit Jobs Slow to Recover

According to analysis from the *Johns Hopkins Center for Civil Society Studies*, employment in the nonprofit sector as of the end of September had yet to recover from the impact of COVID-19. Based on Bureau of Labor Statistics data, the analysis found:

- The total number of nonprofit jobs rose 1.9% between August and September but was still down 7.6 percent (973,352 jobs) from February's pre-pandemic levels.
- Between March and September, the arts, entertainment, and recreation sector was the hardest hit by job losses, down 34.7%, followed by education (-12.6%); "other services," which include religious, grantmaking, civic, and professional organizations (-11.2%); social assistance (-10.1%); and health care (-4.3%).
- While employment numbers improved between August and September for most nonprofit sectors, only social assistance saw a two-digit increase (12.8%), while the number of jobs in education fell 23.9%.

According to the analysis, while more than 24% of the estimated 1.6 million pandemic-related nonprofit jobs lost had been recovered by June, the overall rate of recovery has been slowing since, slipping to 9% in July, 7% in August, and 1.1% in September.

More [here](#).

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and ends with 30 minutes of
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For more than 30 years, Alexander Haas has been a fixture in the Atlanta nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make Atlanta a better place to live.

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3520 Piedmont Road | Suite 450 | Atlanta, GA 30305
404.525.7575

