

Philanthropy Matters

We Share Your Passion! December 2020



GREETINGS,

What a year for all of us! I believe that 2021 will be exceptional based on some of the good that I have seen with our client's donors. For example, many donors have taken the time to get to know their favorite organizations even more deeply.

Others have increased their giving this year. Many have committed to volunteer at greater lengths than before. Finally, we are seeing Gen X and Gen Y folks reach out and become more connected. These factors bode well for us next year especially if we continue to cultivate, engage, communicate, and listen.



Meet Michael Staenberg, Philanthropist

I asked Michael to share with you what is important to him when he invests his time, expertise and resources to the many philanthropic projects that he supports. His role in the JCC world has been enormous. His family name appears on JCC campuses or buildings in Omaha, St. Louis, Denver, and Kansas City. This is his message.



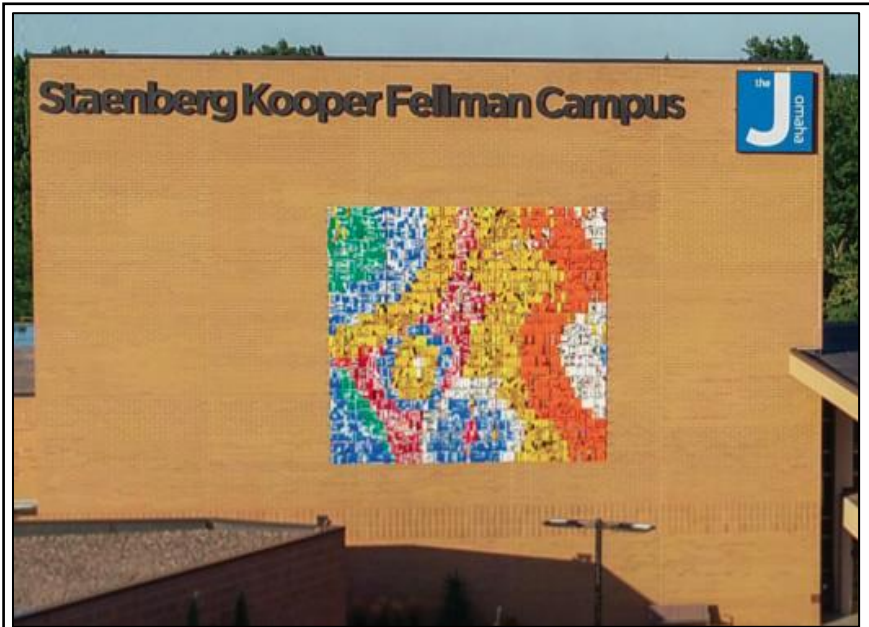
When Coaches Retire

Vince Lombardi, Bill Cowher, Red Auerbach, and Phil Jackson were successful coaches and retired when they felt they were no longer effective, needed a break, and/or moved on to something else that piqued their interest. For example, Bill Cowher coached the Pittsburgh Steelers to a Superbowl win and wanted to leave on a high note, so he decided to find an encore career in another opportunity.



I've been blessed to be able to help many nonprofits throughout the years, and because of my experience, helped develop numerous nonprofit agencies to become first in class, premier, and fiscally sound.

When I look at organizations, I look at the four P's: Places (buildings or facilities); Programs (excellence); People (lay and professional); and of course, Purses (how they handle themselves culturally and thinking of the future). This what I am looking for when I make my larger gifts. In addition, besides the larger gifts I am more interested in inspiring smaller gifts and creating waves in the pond and keeping the converging ripples always moving.



"The JCC invokes exciting and positive feelings when you enter. The art on the front of the building, 'Converging Ripples,' reminds us we can all effect positive change, even with small gestures."

— Michael Staenberg

Jewish Federation of Omaha and JCC

I don't mind continuing to make a difference by being a donor; but I will not be engaging in fundraising anymore, I have done enough in my estimation. As you know, personally and through my foundation, I have encouraged others to help the next generation to develop a culture of volunteering and giving back.

Others in our communities need to take ownership of that important mindset and legacy, which I was mentored in by I.E. Millstone and Tom Green. I remain committed to our communities and will always be available for advice and counsel. But others need to step up now.

I am not slowing down. It's time I return to my passion...which is the real estate business. I will always have the opportunity to go back to the nonprofit development world. But this is what I mean when I say, "coaches do retire."

David, part of my vision is being able to hand off the torch to others who can run with it. It's a critical step in building a strong community for all of us. It's wise to do it now so others can step up. Eager to see who steps up, and where.

Hope this helps be well.



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Top Three Must Haves for Your Capital Campaign Website

As we were preparing for the launch of the public/community phase for a client's capital campaign, we reviewed what was needed to make online contributions as easy as possible. I want to share with you the top three must haves for a campaign website. Before I list them, I want to emphasize that once a potential donor lands on your organization's homepage, please make it very simple for them to find and click on your campaign logo.

1. Effective Design Elements

- Clean bold design
- Lead with high impact images and calls to action rather than blocks of text
- Impactful visual elements, great pictures

2. High Performing Donation Form

- Often geared to your mid- size and smaller donations
- Embed the donation form prominently on the page
- Keep required fields to a minimum
- Provide suggested giving amount
- A one- page form is ideal

3. Interactive and Responsive Features

- Progress thermometer and countdowns
- Donor recognition displays and giving levels
- Building computer reenactments/displays
- Keep totals and donors up to date

Thank you, Ira Horowitz, Cornershop Creative



Evoking a Donor Response

We all have prospective donors who don't get back to us as quickly as we would like. We also know that we operate on our donor's schedule. The following responses may be timely based on how engaged your conversations have been, your connection with the donor and the urgency of your request. These questions should be placed on the subject line of your email.

- Steve, have you given up on our conversation?
- Susan, it sounded like you were very interested in the project, has something changed?



- Linda, please let me know if you have changed your mind.

Send us any suggestions of similar *email subject lines* that you have used.



Video Conferencing Etiquette Reminder – It is a Thing

As we all sit in or lead video meetings, and you may still find it a little difficult, look at this check list of items to help you.

1. Minimize distractions
 - Refrain from typing while in the meeting
 - Try to minimize distractions around you
 - Maintain full attention to the meeting
2. Clarity on your end – do quick check of your surroundings
 - How do you appear on video?
 - Is the image clear?
 - How well-lit are you? Avoid backlighting.
3. Comfort on your end
 - Professional and comfortable; find the right mix
 - The more comfortable you are , the more likely you will be at ease in your meeting
4. Appropriate Attire
 - If it is still business as usual (unless everyone one has agreed that anything goes) dress as you would for an in-person meeting
 - This will help establish a productive tone for the meeting
5. Appropriate Muting
 - Unless speaking, keep on mute to avoid feedback and background noise.
 - Use messaging/hand raising to avoid talking over others
 - View the meeting as if you were there in person, stay attentive and focused

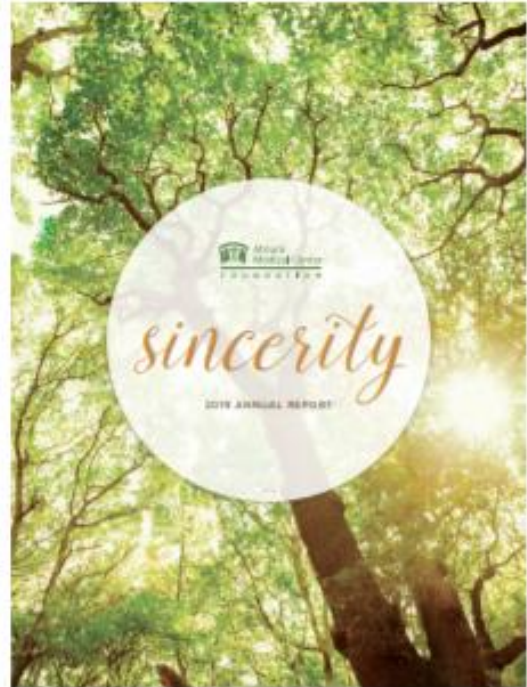
Thank you Jea Jones



Annual reports

Michael Stautberg, President, Atrium Medical Center Foundation – Premier Health, distributes a very compelling and informative annual report. His donors anticipate receiving it as evidenced by a donor survey that we conducted a few years ago. It's one of the best informal touch points that they do.

Check out their website to see the complete report: [AMC Foundation Annual Report](#)



Continue to enhance and grow your fundraising impact. We can help you with Feasibility Studies, Capital and Endowment Campaigns, Donor Surveys, Major Gift initiatives and coaching and board/ staff retreats. We use all the COVID-19 protocols.

*Wishing all of you a wonderful holiday
and a great New Year.*

David, Dawn, Lisa, Melanie, Jason, Alex



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Dawn Hensley, Editor

