

To: Chicagoland Philanthropic Community
From: MakingNonprofitsSuccessful@ExecServiceCorps.org
Re: New (free) Donor Retention Professional Education + 2018 Philanthropic Data
Date: July 2019



ESC's New, Free Philanthropic Professional Education



ESC is pleased to announce a new, free, professional education resource, the film "Individual Donor Retention: Donor Retention Through Community Building." This video presentation shares how the use of peer to peer and a robust donor stewardship program

can retain and grow an organization's donor base. This must-see resource is presented by Rick Krosnick, Chief Development Officer, Jewish National Fund. Thank you, Rick, for your support of ESC and our nonprofit community. To view this, and all of ESC's free professional education and resources, visit <https://www.execservicecorps.org/training>. ESC's mission is to make nonprofits successful. Support ESC's work, including education like this, at www.SupportESC.org.

Giving Trends Shows Overall Slow Growth with Some Cautionary Notes

Every year, Giving USA publishes a report summarizing important trends in philanthropy from the previous year, along with trends for over up to forty years. Reading tea leaves and spotting trends can be especially important for non-profits who must continually develop effective fundraising strategies to grow or just to stay afloat.

For some non-profits, the news from 2018 in the newly-published 2019 Giving USA report is rosy. Two areas of non-profits saw significant increases in giving in 2018: environment/animal-focused organizations and international organizations. Three sectors remained largely flat: health, human services and arts/culture/humanities. Two sectors that faced a longer downward trend from 2016 to 2018 overall were religious organizations and organizations dedicated to public benefit (i.e. many advocacy organizations).

Charitable giving trends show a changing pattern. Fundraising professionals confirm that "most giving is by individuals." While still true, that trend is down to 68% of all giving—from the much higher benchmark of 83% in the period 1979-1983. What is increasing currently



arts/culture/humanities. Two sectors that faced a longer downward trend from 2016 to 2018 overall were religious organizations and organizations dedicated to public benefit (i.e. many advocacy organizations). isfoundation and corporate giving—not by leaps and bounds, but slowly and steadily. Reasons for these trends are not as apparent as the numbers themselves. GivingUSA calls President Trump’s tax laws and policy environment a “negative” one in 2018, with much uncertainty and volatility. While the tax cuts of 2018 may have fueled giving, volatility made giving more challenging at the same time. Increases in the maximum charitable deduction for the wealthiest individuals (to 60% of gross income) may have increased donations, but the increase in the standard deduction may have wiped out incentives for charitable giving among those in lower income groups. How these trends continue or turn around must await the 2020 report.

Just as financial advisors caution the long view, so, too, should anyone working in philanthropic giving and fund development positions. Non-profit organizations and fundraising professionals should read Giving USA’s projections with a bit of caution. No one should rush to sell off any major holdings in his/her favorite charity in a down market but, moving investment portfolios into growth areas is always wise. The philanthropic sector is huge and continues to grow. There are over 1.2 million non-profits in the US, and they depend on those of us who work to strengthen non-profits to deliver value. ESC will continue to do exactly that—help our clients navigate tricky trends and new opportunities. To purchase a copy of the Giving USA 2019 Report visit <https://store.givingusa.org>.

About ESC

The Executive Service Corps ESC is a 41-year-old nonprofit organization that provides consulting and coaching services to about 150 philanthropic organizations, associations, and governmental institutions each year.

ESC’s Mission

The mission of the Executive Service Corps (ESC) is to make nonprofits successful. To achieve our mission, we provide consulting, coaching, and professional services to other nonprofit organizations. Each year we serve help 1.2 million people.

[ESC + Diversity and Inclusion](#)

The Executive Service Corps is committed to diversity and inclusion as an organization. [Click here to read Executive Service Corps' Nondiscrimination and Anti-Harassment Policy.](#)

"The whole raison d'être of ESC is compelling—a nonprofit that serves nonprofits. I can think of no bigger bang for the buck in charitable giving."
Robert J. Greenebaum, Jr., Secretary of Board,
Executive Service Corps (ESC)



"Erie House has been engaged with ESC for many years. They helped create our strategic plan and have made numerous community connections. The mentors we've had the privilege of working with have become fast friends of Erie House as an agency and with the collaborating staff. The most in-depth project Erie House worked with ESC on was a Social Enterprise Pilot Project that helped us to explore potential revenue generating programming that aligned - and helped further fulfill - our mission. This project engaged programs and staff from across the agency and gave us the opportunity to be visionary in our future planning, while providing the potential for a new revenue stream, which is especially critical now. Erie House greatly values our relationship with ESC and looks forward to continuing to work together for many years to come."
- Kirstin Chernawsky, MPS, Executive Director,
Erie Neighborhood House



If you need any assistance in accessing ESC's services contact Rachelle Jervis, President and CEO at RachelleJ@ExecServiceCorps.org or via her mobile phone at 312-402-2489.

ESC's Donors

ESC's mission is to make nonprofits successful! We're a nonprofit too! [Please give to ESC to allow us to continue our work. Your charitable donation is appreciated.](#) You can give online or mail your donation to ESC at 318 W. Adams, 16th Floor, Chicago, IL 60606. ESC is proud to have the GuideStar Gold Seal of Approval.

ESC's Clients

Our clients come from all parts of the philanthropic sector including: arts and culture, civic and community development, education and youth, health, human and social services, social enterprise and public and government agencies. Our clients are our mission; we exist to serve them. Additionally, corporations, businesses, and B Corps engage us to help leverage their internal talent and resources to maximize impact in their community through strategic volunteer and grant opportunities.

ESC's Consultants

ESC's mission is very clear – To Make Nonprofits Successful! The needs of ESC clients are both diverse and ever changing. They expect “best in class” services, and ESC's goal is to exceed expectations – every time. To deliver these results, ESC has invested considerable resources in its faculty, a team of 25 people dedicated to providing a superior training curriculum and creating an environment of continuous learning. The faculty is also chartered with ensuring that consulting practices are reviewed and refined each year to stay current with industry practices, enabling ESC teams to deliver results that clients consistently rate as exceptional.

ESC's History

Since 1978, ESC has honed this effective model, building an unmatched knowledge center of topics in nonprofit and public agency governance, management, and operations.

ESC was founded by 19 of Chicago's most eminent corporate leaders from companies like RR Donnelley and Inland Steel, who recognized the vast positive impact they could have on community needs by working together with nonprofit leaders. Since its founding, ESC has become a nationally recognized resource and the region's largest nonprofit provider of capacity-building assistance for nonprofits and public agencies.

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