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TAGlines

Your resource for the latest industry content,
news, and tools for fundraising.

Winter, 2018

A Message from Our President



As many of us battle the cold winter of 2018 and look ahead to spring, TAG continues to focus on ways we can better serve the philanthropic community. In the latest TAGlines, we are excited to share news about the work our terrific clients are doing and the new services we're adding to better serve those clients. You will also see how we're expanding our firm's capabilities with several talented new people, updates on our next conference presentations and webinars, three posts from our new blog, and more.

There is a lot happening in philanthropy these days, and we will be in touch with you much more frequently. You can expect to see a blog post every two weeks, a newsletter every month, and frequent updates on our websites and postcards. We look forward to connecting with you to learn more, communicate more, and plan more as we help make 2018 a great year for our partners and the important causes you support.

As always, if we can help your institution or organization with our services, please feel free to contact us directly at **(973) 540-1400** or info@theangelettigroup.

A handwritten signature in black ink, appearing to read "Jay". The signature is stylized with a large, looping "J" and a trailing flourish.

New from Our Blog



7 Tips to Get Your Board Engaged in Its Most Important Objective...Philanthropy

It is well-known that a board's role for both non-profit and for-profit organizations includes fiduciary and legal oversight. It is equally true that fundraising has never been a more crucial board responsibility than it is today. That raises the question: how do you ensure your trustees show their dedication through the hard work, diligent asks, and referral of prospects that mark a high-performing board member?

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How Will Tax Reform Affect Your Philanthropic Revenue in 2018?

With the passing of the nation's first major tax overhaul in over 30 years, now is a good time to examine what the Tax Reform and Jobs Act of 2017 means for charitable organizations. At The Angeletti Group, we urge our current and prospective clients to...

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Developing and Communicating Your Case Starts with 5 Key Questions

As fundraisers, we hear time and again that making the case is a key ingredient to a campaign's – and an organization's – fundraising success. Even before the meetings, phone calls, and public campaigns, the case must be well-established ...

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[Browse all of TAG's blog posts now!](#)

Client Spotlight

Spotlight On Yale-New Haven Health System



TAG is proud to have partnered with Yale-New Haven Health System for nearly a decade and, in turn, supported its extraordinary growth. Last month, Yale New Haven Children's Hospital opened one of the most advanced neonatal intensive care units in the United States. This specially-designed two-floor NICU will enhance family-centered care, provide support and improved outcomes, and advance clinical research.

[Read more about the state-of-the-art NICU!](#)

Announcements

The Angeletti Group consistently strives to improve our service to our constituents, whether by enhancing our client service capabilities, finding the right person for a development office, meeting at conferences, or providing insights on important trends in philanthropy. Here are just a few of our recent activities that may be of interest to you:

Conferences and Webinars

CASE District II, February 25 - 27, 2018

Session on February 26th at 11:15 a.m.: Is Your Annual Fund Message Resonating?

Jay Angeletti along with Geoff Handy of the Humane Society and Jose R. Gonzalez of Fordham Prep will discuss the profound changes that are affecting annual funds now that just 12% of higher ed families pay full tuition.

Presentation: Somerset Business County Partnership, March 29, 2018

10:00 - 11:45 a.m. Digital Media Fundraising Communications in a 2018 World

Pete Winters, TAG Vice President of Digital Fundraising, and Maria Semple, Certified Constant Contact coach, will discuss updated email viral media fundraising strategies and tactics. Maria will cover email marketing from 10:00-10:45 and Pete viral media fundraising from 11:00-11:45.

[Register Now!](#)

Webinar Series: Starting May, 2018

Webinar #1: **Fundraising in a Digital Media Age:** *The intersection of viral media and fundraising in a 2018 world*, presented by Pete Winters.

Watch for registration information, coming soon!

New TAG Services

As we continually enhance our service to you, we are pleased to announce two new offerings:

Video: Our in-house filmmaker, John Freidah, has been recognized with Emmy Awards, the Edward R. Murrow Award, and CASE Circle of Excellence Awards. He will implement a simple strategy—cultivating a deep understanding, respect, and curiosity of the audience, subjects, and goals to produce an engaging, informative, and moving video asset.

Digital Fundraising: TAG is pleased to offer a variety of digital fundraising services with the partnership of ChangeTheAuthor founder Pete Winters. Our packages include “Digital Media Fundraising Blueprints” that introduce viral media fundraising practices into social, mobile, and crowdfunding media as well as digital media packages that address your diverse needs in social and mobile media, crowdfunding, increased ROI, and cross-media integration. [Learn More!](#)

New Team Members

Our primary goal is to deliver for our clients, so we are excited to welcome the following people to support your projects!



Jehanne Anabtawi
Senior Writer



Dory Baron
Associate Director, Client Partnerships



Jim Buggy
Director, Client Partnerships



William Bullard
Director, Content Marketing



Bob Loonie
Director, Client Partnerships



Terry Pearl
Director, Client Partnerships



Pete Winters
Vice President,
Digital Fundraising

Executive Searches

THE NONPROFIT SEARCH GROUP

TAG is always available to support your critical organizational needs, including staffing. The Nonprofit Search Group, a partnership between Dennis C. Miller and The Angeletti Group Executive Search Division (TAG), specializes in executive search projects representing a wide variety of industries for national, regional or local nonprofit organizations, including independent and higher education, healthcare, and community building and social impact organizations.

New Searches

The Foote School

Director of Development and Alumni Programs

Recently Completed Searches

Greenwich Hospital Foundation

Vice President, Development

Spectrum for Living

CEO

Mainline Animal Rescue

Major Gifts Officer

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