

Research 101

A beginner's search and find workshop
at the Rollins College Philanthropy and
Nonprofit Leadership Center

By Jennifer J. Filla
Aspire Research Group LLC



30 November 2011


Workshop Timeline

Time	Topic
9:00-9:30	Introduction and overview of prospect research
9:30-10:15	Guided search
10:15-10:25	Break time
10:25-11:30	Independent search
11:30-12:00	Capacity, wrap-up & evaluation

Handouts:
1. Search Tips for Fundraisers
2. Capacity Rating Formulas

Prospect Research 101
Presented on 30 Nov 2011
Page 2






Privacy and Prospect Research

What you need to know to
preserve donor trust

By Jennifer J. Filla
Aspire Research Group LLC

Published November, 2010



What makes a good prospect?

GIVING

- Recency
- Frequency
- Longevity

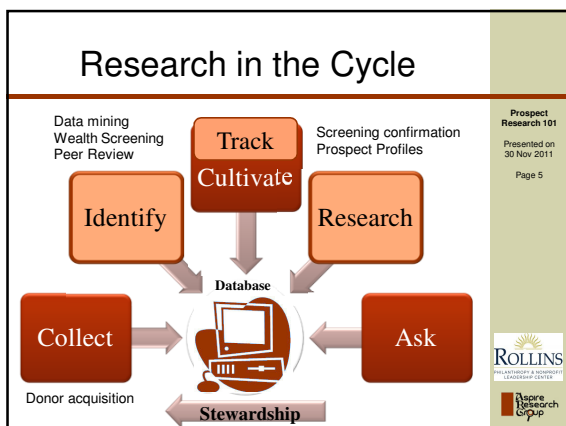
Best Planned Giving Prospects!

and

WEALTH

- Income
- Assets

Prospect Research 101
Presented on 30 Nov 2011
Page 4



Identify with Screenings

Prioritizing your Prospects

Wealth screenings take each person's name and address from your database and search for that person in public records databases in order to identify various indicators of wealth.

Combination screenings combine data mining with wealth screening so that you can begin to identify those prospects in your database that are capable of giving a large gift *and* are likely to make a gift to your organization.

Data mining analyzes the information contained in your database and finds patterns that suggest or predict which types of people are more likely to give at various levels. This method can use advanced statistical models as well as simple filtering searches.

Prospect Research 101
Presented on 30 Nov 2011
Page 6

Game Time




Prospect Research 101
Presented on 30 Nov 2011
Page 7





Most Valuable Profile


- Event Brief (5-15 minutes)
 - Some idea of wealth, mostly a bio
- ID/Qualification (up to 1 hour)
 - Hits all the basics, usually capacity rating
- Cultivation (1-4 hours)
 - Deeper information to aid cultivation
- Solicitation (6-12 hours)
 - No-holds-barred everything you can find



Prospect Research 101
Presented on 30 Nov 2011





Elements of the Profile




- Biographical
 - Age, family, education
- Community Involvement/Giving
 - Gifts, directorships, family foundations
- Occupation
- Assets
 - Securities, real estate, collections, luxury items
- In the News

Prospect Research 101
Presented on 30 Nov 2011
Page 9





Tips on Technique

- Primary and secondary sources – what makes a source credible?
- Search techniques
 - Boolean searching
 - Names and keywords
 - Search engines vs. deep web
- The rule of less is more




Prospect Research 101
Presented on 30 Nov 2011
Page 10

Let's jump to AFP Award-winning Harris Rosen

Search-it yourself!



<p>Look for this:</p> <ul style="list-style-type: none"> • Complete name • Occupation / Corporation search • Property Search • Gift / Foundation Search • In the News <ul style="list-style-type: none"> – Do you have your library card? 	<p>Try these techniques:</p> <ul style="list-style-type: none"> • Use quotes • Every variation of a name • Add the state if there are too many hits • Go way past the first page of search results • Throw in extra terms like: <ul style="list-style-type: none"> Million – Gift - Director – trustee – obit • Search name + alma mater, etc. • Check the dates on information • Use the “cache” option if needed • CTRL-F to find the name on the webpage • Google News especially for companies
---	---



Capacity Ratings


Let's review your handout...

- The more information you have, the closer you get
- This is NOT net worth – net worth is assets minus liabilities and we don't know all liabilities let alone all assets
- Keep in mind that we are considering a typical major gift over five years



Prospect Research 101
Presented on 30 Nov 2011
Page 12

Determining the Ask Amount




- Explore during cultivation why the prospect gives to you and/or others
- Review the capacity rating and the history with your organization
- How close is the prospect? A first gift, step-up gift, or stretch gift?
- Choose an amount that fits the prospect's ability and the organization's need

Prospect Research 101
Presented on 30 Nov 2011
Page 13





Key Skill Sets


- Ability to scan for relevant information (information that will help the gift officer cultivate a relationship to a gift)
- Must be able to write & summarize well
- Interpret information without changing it
- Distinguish facts from gossip and avoid value-laden words



Prospect Research 101
Presented on 30 Nov 2011
Page 14





Fair Warning!



- In May of 2009 a university student in Dublin, Ireland posted a phony quote to Wikipedia's page on Maurice Jarre hours after Mr. Jarre died.
- Journalists around the world used his quote even though Wikipedia removed it quickly because it had no credible source.
- Even after the student contacted the newspapers, some did not retract the information!


Retrieved from:
<http://www.msnbc.msn.com/id/30699302/wid/11915829?GT1=40006>

Prospect Research 101
Presented on 30 Nov 2011
Page 15






Continuing your Education

- Association of Professional Researchers for Advancement (www.aprahome.org)
 - Costs \$195 per year
- APRA Florida (www.aprafl.org)
 - Costs only \$25 for one year!
- NOZA free resources
 - Prospect Research Workbook found here:
<https://www.nozasearch.com/fundraising-resources.asp>



Prospect Research 101
Presented on 30 Nov 2011
Page 16





Free Resources Online:
Articles, Tip Sheets, Sample Profiles,
Presentations, Newsletters, Link Lists

Research 101

by Jennifer J. Filla
President
Aspire Research Group, LLC
727.231.0516
jen@aspireresearchgroup.com
www.AspireResearchGroup.com

A copy of this presentation is available at:
www.aspireresearchgroup.com
Then click on Freebies
