

# Prospect Research Recommended Resources

## Books

*Prospect Research for Fundraisers: The Essential Guide* by Jennifer Filla and Helen Brown (2012)

*Fundraising Analytics* by Joshua Birkholz (2008)

*Data Mining for Fund Raisers* by Peter B. Wylie (2004)

*Prospect Research: A Primer for Growing Nonprofits* by Cecilia Hogan (2008)

*Prospect Research Is a Verb: Fundraising Is the Subject* by Meredith Hancks and Cara Rosson (2013)

*Getting Started in Prospect Research: What You Need to Know to Find Who You Need to Find* by Meredith L. Hancks (2011)

## Professional Associations

Association of Professional Researchers for Advancement ([www.aprahome.org](http://www.aprahome.org))

- Joining the national association is highly recommended, but...
- You can join most local chapters on their own, usually for a small fee

## Online Resources

### Link Collections

- Aspire Research Group: [www.AspireResearchGroup.com/resources/research-links-directory](http://www.AspireResearchGroup.com/resources/research-links-directory)
- Portico by University of Virginia: <http://www.indorgs.virginia.edu/portico/home.html>
- Northwestern University: <http://www.nudevelopment.com/research/bookmark.html>

### NOZA free resources

- Prospect Research Workbook found here:
  - <https://www.nozasearch.com/fundraising-resources.asp>

### PRSPCT-L

- Email list-serv sponsored by APRA
  - <http://listserv.apra-prspct-l.org/wa.exe?INDEX>

### Public Broadcasting Major Giving Initiative

- Obviously designed for public broadcasting, but the quality and depth of fundraising tools makes it well worth a visit!
  - <http://www.majorgivingnow.org>
  - Moves Management tool: [http://www.majorgivingnow.org/downloads/xls/mm\\_grid.xls](http://www.majorgivingnow.org/downloads/xls/mm_grid.xls)

### SupportingAdvancement.com

- This site is full of articles, samples, and advice from real people in the field.
- <http://supportingadvancement.com/research/research.htm>
- [http://supportingadvancement.com/forms/sample\\_forms/sample\\_forms.htm](http://supportingadvancement.com/forms/sample_forms/sample_forms.htm)