

Prospect Research in Canada: An Essential Guide for Researchers and Fundraisers

APRA Canada Editorial Committee:

TRACEY CHURCH, CO-CHAIR

LIZ REJMAN, CO-CHAIR

MARK BOWMAN

IRENE MCINTOSH

AMY MCKINNON

CAITLIN MCLELLAN

DONNA MORIARTY

IZABELA PIASECKA-LATOUR

CARRIE SANDSTROM

SHELLY STEENHORST-BAKER

VIKTORIE VAN DEURSEN

Tracey Church *Co-Editor, Contributor*

Tracey has been a professional researcher for more than 20 years and is the current President of APRA Canada. She is a researcher and charitable sector consultant with her own company, Tracey Church & Associates, Research + Consulting Services (www.traceychurchresearch.com). Tracey has worked with more than 300 organizations in the fields of health care, education, social services, the arts and the environment. She is a regular and requested presenter for APRA, AFP, AHP, OLA and other conferences, and she loves to see her students and trainees succeed in the exciting field of prospect research.

Liz Rejman, CFRE *Co-Editor, Contributor*

Liz is an expert in database management and prospect development. Offering leadership in these areas, she has spent her entire career working in the not-for-profit sector with arts organizations, healthcare foundations, and higher education institutions. She has instructed at both Western University on the topic of technology in the not-for-profit sector and at Georgian College on prospect research. She has shared her knowledge and expertise on prospect research, database management, ethics in prospect development, and using social media for prospect research at numerous Canadian and international conferences including AFP Congress, APRA International, APRA Canada, and AHP Canada.

Contributors

Sarah Anderson

Celeste Bannon Waterman

Greg Barber

Allan Berezny

Andrew Boden

Kat Carson

Brian Dowling

Barbara Fanning

Mélanie Fulop

Phil Gérard

John Hermans

Connie Hubbs

Ibrahim Inayatoli

Susan Loh

Amy McKinnon

Sarah McCarthy

Donna Moriarty

Nancy Parker

Michael Pawlus

Izabela Piasecka-Latour

Isabelle Roy

Shelly Steenhorst-Baker

Katherine Swank

Margaret Tannahill-Wade

Nancy Tran

Viktorie van Deursen

Jana Wilde

Tamara Wojdylo