

TABLE OF CONTENTS

Acknowledgements.....	v
Foreward.....	xii
Preface	xiii
Chapter 1 – Introduction to Prospect Research	1
<i>By Barbara Fanning ▼ Nancy Parker ▲ Allan Berezny ▼ Viktorie van Deursen</i>	
Prospect research defined	2
Historical development of prospect research.....	2
APRA in Canada.....	3
Prospect research in the fundraising cycle	5
The role of the researcher within a fundraising team....	12
Chapter 2 – Research Ethics	19
<i>By Liz Rejman</i>	
Trust, integrity, accountability and conduct.....	20
Social media	23
Ethics case studies	24
Chapter 3 – Identifying and Researching Foundations.....	29
<i>By Connie Hubbs ▼ Jana Wilde ▲ Mélanie Fulop</i>	
Types of foundations	30
Giving guidelines for foundations	37
Understanding foundation financials	41
Financial reporting to the CRA	42
What should be in a foundation profile.....	46
APPENDIX 1 – Qualified Donees Case Study	48
APPENDIX 2 – CRA Quick View Case Study	54
APPENDIX 3 – CRA Full View Case Study.....	56
APPENDIX 4 – CRA Schedule 6 Case Study	58
APPENDIX 5 – Analysis Case Study	64
Chapter 4 – Identifying and Researching Corporations.....	69
<i>By Izabela Piasecka-Latour ▲ John Hermanss ▼ Sarah Anderson</i>	
Types of corporations in Canada.....	70
Corporate prospects: key resources.....	76
Understanding types of corporate funding: philanthropic giving, sponsorship, gifts, matching gift companies, and cause-related marketing (CRM)	79
Key corporate notes: finding the right contact person, the importance of linkages to your organization, and media monitoring	82
Private Company Valuation.....	84
Recommendations for prospect identification and cultivation.....	90
Determining a capacity rating for a corporate ask	91
APPENDIX 6 – Company Profile Template.....	97
Chapter 5 – Identifying and Researching Individuals.....	101
<i>By Amy McKinnon ▲ Sarah McCarthy ▼ Donna Moriarty ▲ Susan Loh ▼ Greg Barber</i>	
The importance of individual philanthropists, their spouses, and families.....	103
Individual prospects: key resources	103
Senior volunteers and peer screening.....	104
Relationship mapping and the importance of linkages	110
Researching and identifying planned giving prospects	113
Determining a capacity rating for an individual ask....	117
What should be in an individual profile	123
Chapter 6 – Database Management: Bringing it all together for effective reporting	129
<i>By Brian Dowling ▼ Tamara Wojdylo ▲ Shelly Steenhorst-Baker</i>	
What does database management mean for prospect research professionals?	130
Recommended best practices	131
The importance of working closely with technical and other staff	134
Reports that work for everyone	135
Data visualization.....	139
Highlight tables.....	142
Graphs	145
Heat maps	145
Chapter 7 – Pipeline Management.....	149
<i>By Margaret Tannahill-Wade ▲ Shelly Steenhorst-Baker ▼ Nancy Tran ▲ Kat Carson ▼ Isabelle Roy</i>	
Relationship management with the development team.....	153
Assignments versus no assignments.....	156
Moves management	157
Portfolio management: Portfolio balance and phase aging	163
Fundraiser and researcher performance metrics	167
Chapter 8 – Data Mining and Analytics.....	175
<i>By Celeste Bannon Waterman ▲ Michael Pawlus ▼ Katherine Swank</i>	
Getting to know your data.....	177
Preparing your data for mining	178
Appending external information	180
Scoring your constituents – “quick and easy”	182
Case study	186
Predicting donors – Simple predictive model	193
If, when and why to go to an external vendor	197
Data and analytics vendors	201
Annual giving campaigns.....	204
Planned giving campaigns.....	204
Major giving and capital campaigns	204
16 questions to ask when selecting an external vendor	208
Chapter 9 – Strategic Planning for Your Research Shop.....	211
<i>By Tracey Church</i>	
SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)	212
Gift tables	213
OGSM strategic planning model (Objectives, Goals, Strategies, Measures).....	215
Researching external factors that can impact your campaign and strategic plan	218
The economy	218
Demographics	219
Trends.....	220
Politics and government changes	220
Competition and conflicts	221
Perception	222
Chapter 10 – Considerations to Diversifying your Prospect Base.....	227
<i>By Allan Berezny ▲ Ibrahim Inayatali</i>	
A checklist for international development	228
International prospects and changing Canadian demographics.....	232
Chapter 11 – The Future of Prospect Research	243
<i>By Phil Gérard ▼ Andrew Boden</i>	
What is career pathing?	244
Career options within and beyond prospect research.....	246
Future trends in the profession – The crystal ball problem	251
Chapter 12 – Resources	255
1 AFP Code of Ethics.....	256
2 AFP: A Donor Bill of Rights	257
3 Free Resources	258
4 Fee-based resources (some available in public and university libraries)	259
5 Profile Samples	
• Profile Sample: Corporation Standard Profile.....	260
• Profile Sample: Foundation Profile.....	261
• Profile Sample: Individual Standard Profile	262
6 Peer Review Samples	
• Peer Review: Key constituents review sample information	263
• Peer Review: Screening Form.....	264
• Peer Review: Screening results by screener report ..	265
• Peer Review: Prospects who have been screened report	266
• Peer Review: AFP Webbing Exercise	267
7 Resource Evaluation: Hubbs Foundation Directory Assesment Tool	271
8 Books	272
9 Prospect Research Education in Canada	273
10 APRA Body of Knowledge (BOK) Summary	274
11 APRA Ethics Guidelines	276
Index	279