

Research**PRO**

**Prospect Dev for the People**

# The Rundown

**Intro**

**Why Prospect Development**

**Who Can Prospect**

**Prerequisite: Data**

**A Prospecting Toolkit**

ResearchPRO is a prospect development consulting firm

We help **fundraising executives**

- Identify top prospects
- Understand donor gift capacity
- Meet multi-million-dollar contributed revenue goals efficiently

**We deliver**

- Qualified major gift leads
- Specialized donor analysis
- Actionable insights
- Optimized fundraising success



*#TheyCallMeMoney*

*Prospect Dev for the People*

## Ohio

- Columbus Academy
- Dawes Arboretum
- I Am Boundless
- Maroon Arts Group
- Mid-Ohio Food Collective
- YMCA of Central Ohio
- WCEO
- Zora's House

## USA

- Lucile Packard Foundation for Children's Health
- Grand Rapids Art Museum
- Communities In Schools
- Children's Literacy Initiative



## Global

- Professor Prospect
- Apra Fundamentals
- AFP ICON
- Chronicle of Philanthropy
- Keela Certified Data Driven Fundraiser Course

# Gratitude & Celebration

**Does your  
nonprofit need**

**\$1,000,000?**

(of course it does, it's a nonprofit!)

**You need  
prospect  
development.**

**One:  
Identify existing  
supporters for  
new or  
increased  
donations.**





# Two: Make new friends!

**New supporters =  
Donations or  
connections that lead to  
donations.**



**Three:  
You have big  
fundraising  
goals.**

**FYI: Major gifts cost less.**



**Ok, I need prospect  
dev.**

**But what is it?**

## RESOURCES

[AASP Best Practices](#)
[Apra Resources](#)
[Advocacy](#)
[Apra Connections](#)
[Career Center](#)
[Ethics and Standards](#)
[Speaker Coaching](#)
[PRSPCT-L](#)

### A Brief Description of the Prospect Development Profession

Prospect Development is the strategic arm of an organization's fundraising operation, focusing on prospect pools and pipelines. Prospect Development professionals collaborate with gift officers and development leaders to ensure fundraising efforts are focused on working with the right donors for the right gifts at the right time (and, in many cases, with the right initiatives).

Prospect Development has evolved to include the following roles and responsibilities:

- **Prospect identification and research:** discovering and evaluating prospective donors and their interests, relationships, inclination to give and philanthropic capacity to inform and support an organization's fundraising strategies and outreach efforts
- **Relationship management:** managing, tracking, and reporting on an organization's activity with its constituent and prospect pools and making recommendations to influence fundraiser and campaign activity positively
- **Data analytics:** supporting an information-driven decision culture by deriving conclusions and identifying trends through the statistical analysis of internal and external data

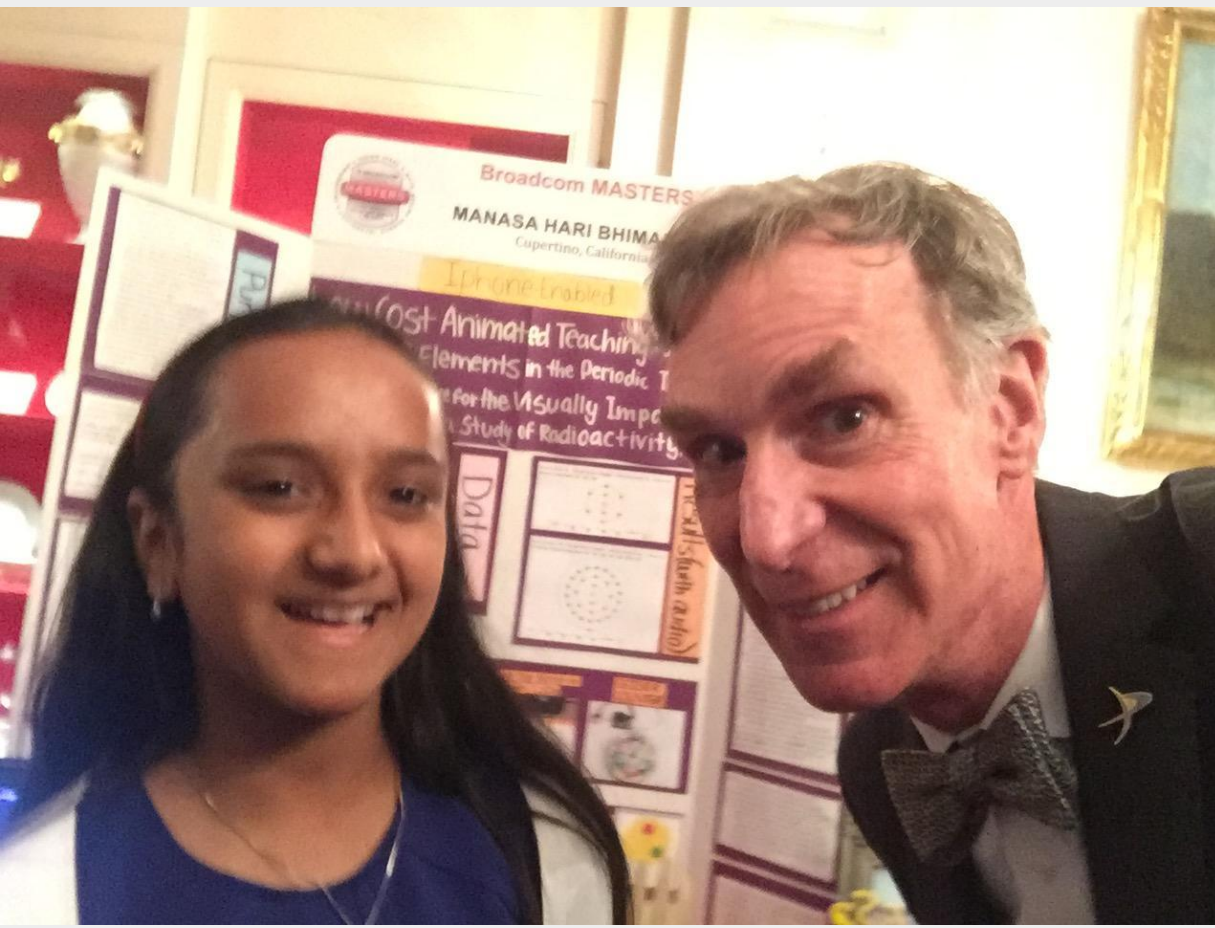
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<https://www.aprahome.org/Resources/Definition-of-Prospect-Development>

# Who can prospect?

**Everyone can and  
should prospect.**



**Science,  
not size.**



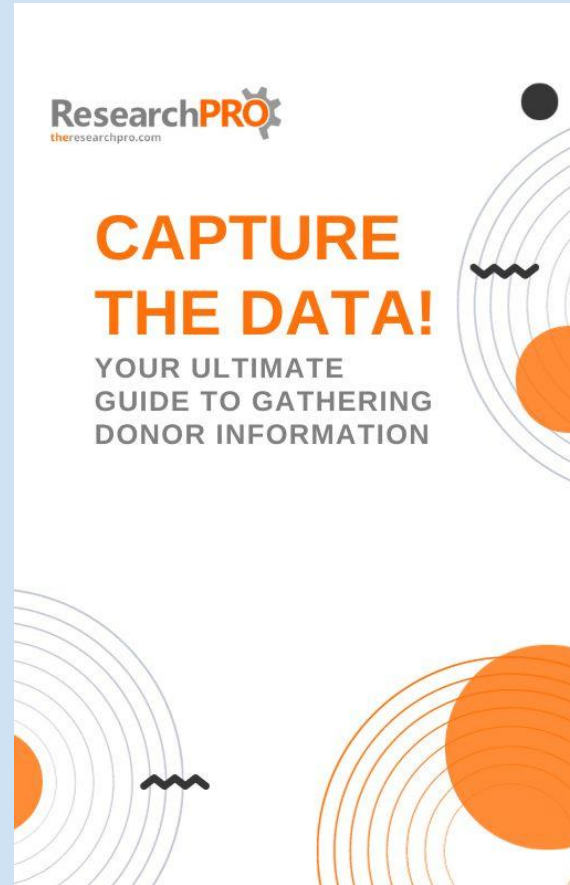
# Prerequisite: Data

## What data do you need?

- **Name → Personalize relationships (FName, LName)**
- **Contact Info → Communicate & evaluate capacity  
(Address, Email, Phone)**
- **Identity → Determine affinity**
- **DOB/Age → Target communications & gift strategy**

# Prerequisite: Data

**FREE!**  
**Bonus Content**



# Prerequisite: Data

## What data do you need?

- Interest → Invitations to select events or programs, Understand their “Why?”
- Employer → Explore a matching gift
- Title → Understand their leadership potential
- Transactions and engagement → Analysis, PD, Strategy

**Who's in  
*your* pool?**



## Prospect-driven Strategy

- What's their capacity?
- Are they a \$5, \$500, \$50K, or a \$50M donor?
- Do they know and like you?
- Are they grateful for you?
- What's their love language?
- How do you deepen the relationship?

# Prerequisite: Data

## Data = Cultivation & Stewardship

- Ask your donors why they support you?
- What's their impact vision?
- Ask them for missing info.
- Put their replies in the CRM/database.
- Build strategies accordingly.
- Find a love language and communicate.

# Prerequisite: Data

**Yeah, but....**

# Prospecting Toolkit

- Your database & your fundraisers
- iWave ([go.iwave.com/researchpro](https://go.iwave.com/researchpro))
  - Conduct wealth & capacity analysis on *existing* supporters
  - Find *new* supporters
- Don't miss - Free iWave trial, discounts
- **NEW!** iWave included for most signature partnerships

# Prospecting Toolkit





# Prospecting Toolkit

Guides  
Webinars  
Videos

## Unsolicited donations as wealth indicators



Don't let those unsolicited gifts go unnoticed! Those donations are key wealth indicators and predictors of future giving behavior for...

## Meaningful Portfolio Review for Professional Fundraisers



ResearchPRO offers tips for frontline fundraisers to make the most of their portfolio review. How often do you conduct portfolio...

## How to Find Corporate Partners for Grants and Sponsorships



icators/

## The Data You Need Pt 1



# Questions, thoughts?

Why Prospect Development

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Thank you!

CONNECT. SHARE. LEARN.



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