Index

Ability, 91, 97
Action reports, 86, 88, 102–105, 106
Actions:
keeping track of, 91
recording, 100–101
Advanced data mining, 43–45
ADVIZOR Solutions, 141, 175
Affinity, 55, 56, 90, 91, 97, 98
AFP. See Association of Fundraising Professionals (AFP)
AHP. See Association for Healthcare Philanthropy (AHP)
Alphabetical prospect ratings, 98–99
Amazon.com, 172, 173
American Life Project, 184
Analytical skills, of employees, 130
Analytics, 3, 24, 46–49
Analytics tools, 140–142
Annual fund, 122
Appinions, 179
APRA. See Association of Professional Researchers for Advancement (APRA)
Areas of interest and limitations, in foundation profiles, 60–61
Asian-American donors, 164–165
Aspirerresearchgroup.com, 74
Assessment, of profile needs, 62
Assets, in individual profiles, 58
Association for Healthcare Philanthropy (AHP), 158
Association of Fundraising Professionals (AFP), 158, 190
Association of Professional Researchers for Advancement (APRA), 129, 154
PRSPCT-L-LISTSERV, 65
Salary Survey 2012, 127, 131–132
skill sets-advanced, 194–196
skill sets-fundamentals, 197–199
skill sets-relationship management, 200–202
skill sets-research management, 203–206
statement of ethics, 192–193
white paper, 158
Automated curation, 181
Barack Obama fundraising machine, 173
Barton, 183
Big-data segmentation, 172–174
Bing, 139
Biographical information:
finding, 76–77
in individual profiles, 57
Birkholz, Joshua, 103
Blackbaud’s ResearchPoint, 67, 142
Blackbaud Target Analytics, 141
Board development, 122
Board members: identifying, 26
information for, 136
Boat Info World, 139
Bookmarking software, 65
Boston Consulting Group model, 98
Branching, 26
Breeze, Laura, 129
Buckley Amendment, 155
Bundlr, 184
Butera, Carol, 146–147
Canada, data protection laws in, 158
Capacity, 55, 91, 98
Capacity ratings, 79–81, 96, 97
Carnie, Christopher, 98
Carocci, Molly, 183
Case study(ies):
on assessing profile needs, 62
on constituent information, 19–20
on content curation, 182
Case study(ies) (Continued)
on creating relationship management system, 94
on ethics and risk management, 152–154
on identifying prospective donors, 177–178
on making decisions, 5
on managing expectations, 133–134
on managing fundraising goals, 123
on manual research sample, 26–27
on prospects identification, 16–18
on tools, 142
on transforming institutions, 6–7

Cause, donors and, 15
Cerniglia, John P., 162–164
Certified Fund Raising Executive (CFRE), 55
CHAID analysis, 45
Checklists, of sources and information, 135
Chronicle of Philanthropy, 181, 183
Clustering, 24, 43, 45
Collaboration, employees and, 131
Committee members, identifying, 26
Communication:
employees and, 131
between fundraisers and researchers, 10–11
Community involvement, in individual profiles, 57
Company description, in company profiles, 59
Company donors, identifying, 43
Company philanthropy, in company profiles, 59
Company profiles:
elements in, 59–60
purposes of, 58
Comprehensive profiles, 135
Consistency, in entering information, 95–96
Constituent information, capturing and maintaining, 18–24
Contact information:
in company profiles, 59
in foundation profiles, 61
Content curation, 180
Conversational techniques, 78–79
Corporate Social Responsibility (CSR), 59
Corporations, connections with, 9
cqmoneyline.com, 73, 139
Creativity, of employees, 130–131
Crystal Reports, 48
CSR. See Corporate Social Responsibility (CSR)
Cultivation, 87, 89, 91
Cultivation profile, 56, 135
Cultivation strategy, 92
Curata, 181
Curation website, 181
Customer relationship system. See Relationship management system

Data:
big, segmentation and, 172–174
consistency in, 18–19, 21
demographic/psychographic, 38
managing inundation, 37–38
types of, 29
visualization, 174–175

Databases:
manual screening and, 22
in organizations, 18–19
relational, 48
scoring/ranking records in, 43
screening, limitations of, 31
tackling, 20
DataDesk, 141
Data hygiene. See Data maintenance practices
Data mining, 140. See also Analytics
about, 24
advanced, 43–45
simple, 41–43
Data modeling, 140
Data Protection Act, of 1998, 157
Data protection laws, 155
Dating, prospecting vs., 87
Decision trees, 45
Dee, Mary Jamieson, 114
Delicious.com, 65
demographic/psychographic data, 38
Devereux Foundation, 113
Digg.com, 65
Direct appeals, 9
DMM. See Analytics
Donation(s):
political, 29, 72–74
wow factor, 42–43
Donor Bill of Rights, 191
Donor modeling, 24, 45–46. See also Analytics
DonorPerfect, 173
Donor relationship management system, 3.
See also Relationship management system
Donor(s):
- base, list rental and, 46
- identifying, 43
- information, tips for protecting, 158–159
- information on, 18–19, 40
- loyal, 15
- net worth of, 12
- profiles of, 55–61
- profile templates, 135
- prospects and, 53
- research, 2, 53
- screening, 23
- DonorSearch.net, 67, 71, 142
- Donor trust, 151–152
- DonotScape.com, 141, 142
- DoorTrends.com, 141
- DuckDuckGo.com, 139
- Dun & Bradstreet, 138

Donor(s) (continued):
- End Hunger Now (EHN), 64
- Ethical Intelligence: Five Principles for Untangling Your Toughest Problems at Work and Beyond (Weinstein), 152
- Ethics, 154–155
- Evaluation of prospects, 167
- Events, 121
- Evidence, myths and, 11–12
- Executive review/reporting to goals, 103, 108, 110–112
- Expectations, managing, 132–134
- Facebook, 178, 184
- Facta in the UK, 98, 176
- Factiva, 11, 138, 139
- False positives, in electronic screening, 37–38
- Family Educational Rights and Privacy Act (FERPA), 155–156
- Federal Election Commission (FEC), 72
- FERPA. See Family Educational Rights and Privacy Act (FERPA)
- Fields, in entering information, 95–96
- FindWealth, 67
- Followthemoney.org, 73
- Forbes, 183
- Formis, 135
- Foundation, connections with, 9
- Foundation Center, 138
- Foundationcenter.org, 73
- Foundation directors, 71–72
- Foundation funders, identifying, 26–27
- Foundation profiles, 60–61
- Foundationsearch.com, 73
- Foundation vendors, 73
- Friends, information on, 18–19
- Frontline fundraisers:
  - biographical information and, 57
  - characteristics of, 86, 88
  - identifying new prospects and, 16
  - prospect research department management, 117
  - prospects and, 55
  - scheduling meetings with, 105
- Fundraisers. See also Fundraising
  - communication between researchers and, 10–11
  - time, researcher vs., 12
- Fundraising. See also Fundraising goals
  - donor research and, 53
  - international, 162–166
  - plan, 9
  - research, 2
  - strategy, 5–7
- Fundraising Analytics: Using Data to Guide Strategy (Birkholz), 103
- Fundraising goals:
  - challenge for communicating, 117
  - managing, 118–125
- Fundraising office, assembling resources for, 63–64
- Gabr, Al, 182
- General Hospital Foundation, 119–120
- General information, finding, 76–77
- Geographical segmentation, 29, 42
- Gift cycle. See also Gift(s)
  - prospect research in, 7–10
  - visual representation of, 8
- Gift(s). See also Giving; Major gifts
  - amount, target, 92
  - date, target, 92
Gift(s) *(Continued)*

planned, 9–10
prospects, assigning scores to, 44–45
researchers and discovering, 12

Giving:

community involvement and, 57
philanthropic, 61
search subscriptions, 71
segmenting by, 42
testing frequency of, 44
Giving History Online, 69

Goals. See also Fundraising goals

executive review/reporting to, 103, 108, 110–112
reporting to, 103
setting for electronic screening, 28, 30–31
for wealth screening, 28, 30–31
Google, 139, 172, 173, 184
Google+, 178
Google Advanced, 70
Google Verbatim, 70
Government, connections with, 9
Graves, Andrea, 182
Guidestar.org, 73

Habitat for Humanity, 162
Health Insurance Portability and Accountability Act of 1996 (HIPAA), 156, 157
Helen Brown Group, 182
Highbeam Research, 138
HIPPA. See Health Insurance Portability and Accountability Act of 1996 (HIPAA)

Hiring:

employees and volunteers, 118–129
skill sets for, 129–132
HootSuite, 179
Hoovers, 11, 138
Human Services Group (HSG), 118–119

IBM, 11
Identification, of prospect donors, 177–178
Identification/qualification, in profiles, 56, 87, 135
Imagine Canada, 158
Inc.com, 74
Inclination ratings, 97

Inclination to give, prospects and, 55, 91
Independence, employees and, 131
Individual profiles, 57–58

Information:

consistency in entering, 95–96
on constituents, 18–21
coordinating, Rotary International and, 165–166
donor, protecting, 158–159
on donors and friends, 18
gathering, 79–81
scanning for, employees and, 130
sources of, 167–168
to vendors, 34–35, 36
Institute of Fundraising (IOF), 158
Institutions, prospect research and transforming, 6–7
International prospect research:
international fundraising, 162–166
starting, 167–169
IOF. See Institute of Fundraising (IOF)
IRS Form 990-PF, 72
IRS Form 990 tax form, 61
iwave.com, 72
iWave PRO, 138

Jefferson Foundation, 120
Job titles, finding new prospects by, 42
J3sg.com, 75

Klout, 178, 179
Knoll, Mark, 124
Knowx.com, 67, 139
Kred, 179

Lamb, David, 180
Large office:

on profile needs assessment, 64
readiness of, 97
Leadership, responding to, 136
Lee, Jeff, 164–165
Lee, Nancy M., 120
Legal name, finding, 65–68
Lepper, David, 147
Less is more, 77
LexisNexis, 11, 67, 138
Light, Paul, 151–152
Linkage, 56, 91, 97
LinkedIn.com, 68, 177–178, 184
List rental, 24, 46–49
INDEX  213

“Mail house,” 46
Major gifts:
  definition of, 134
  initiatives, prospect research and, 118–124
  programs on, 9–10
  proposals, 91
Manta.com, 74
Manual prospect identification methods:
  research sample case studies, 26–27
  tools used in, 25
  undertaking, 25
Manual prospect identification projects:
  description of, 22–23
  manual research sample case studies, 26–27
  methods of, 24–27
  research tools for, 25–26
  undertaking, 25
Manual research sample case studies, 26–27
Manual screening, 22–23
Market Visual, 176
Marketwatch.com, 75
Miller, Kivi Leroux, 173
Morningstar.com, 139
Moves management. See Relationship management system
Moves Management Prospect Grid, 105
Moving prospects, 90, 91–92
Multiple proposals, 102
Multiple prospect ratings, 96–97
Museum of Fine Arts, Boston, analytics project undertaken by, 46–49

Net worth, 12, 81
Neural networks, 45
News articles, 68
Nixon, Suzanne, 145–146
Nonprofit directors, 71–72
Nonprofit Directorship Vendors, 73
Nonprofit organization(s), 183–184
  analytics for, 48
  code of ethics, 155
  identifying new prospects in, 15
  risk avoidance, 157
  risk management and, 152–153
  social scoring and, 179
  techniques for identifying prospects, 17–18
Nozasearch.com, 71, 139
Numerical prospect ratings, 98
Occupation/career history, in individual profiles, 58
Online resources, 64–65, 145
Opensecrets.org, 73
Organizational Performance Initiative, New York University, 151
Organization(s). See also Nonprofit organization(s)
  company profiles and, 59–60
  databases in, 18–19
  foundation profiles and, 61
  individual profiles an, 57
  prospect link to, 92
  prospect research and transformation of, 6–8
Orgnet, 179

Paper.li, 181, 184
Participation, testing, 45
PeerIndex, 179
Peer-review meetings, with volunteers, 53
Peer screening, 23, 39–40
Periodicals for prospects, creating, 128
Personal Information protection and Electronic Documents Act (PIPEDA), 158
Pew Internet, 184
PHI. See Protected health information (PHI)
Philanthropic donations/giving, 29, 61
Philanthropic interests, 68–69
Pinterest, 181
PIPEDA. See Personal Information protection and Electronic Documents Act (PIPEDA)
Pipl.com, 76
Political contributions/donations, 29, 72–74
Preferred solicitation methods, testing, 44
Primary research, 11, 12
Privacy Rule. See Health Insurance Portability and Accountability Act of 1996 (HIPAA)
Private companies, finding information about, 74–75
Profile, 62, 183–184
Progress, creating reports to track, 92, 102–103
“Progress Toward Goals” report, 111
Proposals:
  gifts, major, 91
  multiple, 102
Proposals (Continued)
singular, 102
solicitation, 101–102
Prospect identification, 2, 3, 85
advanced data mining in, 43–45
case studies, 16–18, 19–20
collaborating with researchers in, 10
data modeling in, 45
list rental in, 46–49
manual methods, 24–27
prospecting project types, 22–24
reasons and techniques of, 15–16
simple data mining in, 41–43
surveying in, 40–41
terms used in, 21
wealth screening, 27–40
Prospecting, 21, 24, 87
Prospecting project, 22–23
Prospect manager, assigned, 92
Prospect moves:
in donor relationship management, 90, 91–92
recording, 100–102
Prospect ratings:
alphabetical, 98–99
of the best in the pool, 90–91
multiple, 96–97
numerical, 98
vendor, 99
Prospect research. See also Donor relationship management system; International prospect research; Prospect research department; Prospect research future; Prospect research management
activities of, 2
case study, 5
definition of, 1
overview of terms in, 2–3
reason for using, 4–5
visual representation of tasks with gift cycle, 8
Prospect research department. See also Small office
hiring employees with expertise, 127
management of, 117
as standalone, 124–125
Prospect research future:
big data segmentation, 172–174
content curation, 180–185
data visualization, 174–175
relationship mapping, 175–178
social media and social scoring, 178–180
timely information and, 185–186
Prospect research management:
hiring employees and volunteers, 125–129
managing expectations, 132–134
managing fundraising goals, 118–125
purchasing resources, 136–144
skill sets for hiring, 129–132
of small team development office, 144–147
terms definitions and forms, 134–136
Prospect research staff, 124–125
Prospect review meetings, 103, 105, 107–110
Prospects. See also Prospect identification;
Prospect ratings
conversations with, 54
donors and, 53
evaluation of, 167
learning about, 55
link to organizations, 92
rating of, 90–91, 167
relationship management system and, 88–89
review meetings, 103, 105
type of, 92
vendor ratings of, 99
Prospect screening, 23, 140
Prospect type, 92
Protected health information (PHI), 156
Psychographic segmentation, 29
Public Broadcasting Major Giving Initiative, 105
Public company insiders, 68, 75
Public library, finding information in, 76
Pulawski Tax Assessor List, 67, 140
Qualification, as activity of prospect research, 2
Quotes using, in searching, 70
Radian6, 179
Rapid Insight, 141, 175
Rating prospects, 90–91, 167
Ratings, 140, 96–97, 98–99
Readiness:
keeping track of, 91–92
of prospects, 97, 98
Real-estate ownership sources, 67
Real-estate valuation resources, 67
Reeher Group, 141, 175
Regression models, 24, 45, 140
Relationship management, 2, 3
Relationship management system, 85
about, 86–89
  case study with real-life examples, 113–115
  creating, 93–115
  entering information in, 95–96
  pieces of, 89–93
  reporting in, 93
Relationship mapping, 175–178
"Relationship to-do list". See Action reports
Reporting:
to goals, 103
on progress, 92, 93, 102–103
on prospects, 90
Research, 3. See also Research techniques
  assembling toolkit, 61–65
  levels of, 54–55
  primary, 11, 12
  within work and gift cycle, 7–10
Researchers. See also Sample project(s)
  communication between fundraisers and, 10–11
  discovering gifts by, 12
  identifying prospects, 15–16
  tools used by, 25
Research4Fundraisers, 137
Research request form, 135
Research techniques:
  finding general and biographical information, 76–77
  finding occupational information, 74–75
  search concepts, 77–79
Research university, prospect identification in, 16–18
Resources:
  analytics tools, 140–141
  fee vs. free, 63
  online, 64–65
  purchasing, 136–143
  real-estate ownership/valuation, 67
  search tools, 137–140
  summary look-up tools, 142
Return on Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing (Schaefer), 178
Risk, electronic screening and, 38
Risk management, 152–153
Rotary International, 165–166
R-project.org, 141
Sample project(s):
  advanced data mining, 44–45
  donor modeling, 46
  peer screenings, 39–40
  simple data mining, 42–43
  surveying, 42
SAS software, 45
Save the Pelican, 63–64
Savvy Conversational Technique, 78–79
Scan news alerts, creating 128
Schaefer, Mark, 178, 179
Schuller, Sabine, 165–166
Swoop.it, 181, 183–184
Scores, assigning, 44–45
Scoring, 140
Screening, 21
  electronic, 23
  manual, 22–23
  peer, 23, 39–40
  verification and analysis, 36–38
Screening product, selecting, 32
Search engines, 11–12, 68–69, 70
Searching techniques:
  finding full legal name, 65–68
  giving history online, 69–71
  using search-engines, 68–69
Search sites, free, 139–140
Search tools, 137–139, 143–144
SEC.gov, 75
Secinfo.com, 75
Securities and Exchange Commission (SEC), 68
Segmentation, 24, 42, 172–174
Seiter, Suzanne L., 142
Self-assessment, 32–33
Simple data mining, 41–43
Singular assessment, 102
Skill sets, hiring for, 129–132
Small office. See also Large office
  options for, 144–147
  on profile needs assessment, 63
  prospect research in, 120–122
relationship management system in, 88
Social media, 178–180
Social scoring, 178–180
Sokolov, Debbie, 114
Solicitation:
profile, 56
as relationship stage, 87, 89
testing preferred methods of, 44
“Solicitor Review” report, 111
SOS Consulting, 144
SPSS software, 45, 48, 141
St. Petersburg Free Clinic, 114
Staff member, fundraising and, 124–125
Standalone department, fundraising in, 124–125
Statistical analysis, 24, 140
Stewardship, 122, 166
Storify, 181, 184
StumbleUpon, 184
Summarizing, employees and, 130
Summary look-up tools, 142
Supervisor, challenges of, 117
Surveying, 23, 40–41
Target ask amounts, 96, 97
Tax laws, 168–169
Techniques, for prospect identification, 16, 17–18
Time, researcher vs. fundraiser, 12
Tools:
analytics, 140–142
evaluating and choosing, 143–144
summary look-up, 142
used by researchers, 25–26
Trial run, 33–34
Trulia.com, 67
Twitter, 181, 184
United Kingdom, data protection laws in, 157–158
University of North Florida, 114–115
Ursinus College, 113
U.S. Securities and Exchange Commission, 140
Vendor(s):
analytics, 141
foundation and nonprofit, 73
information to avoid sending to, 36
information to send to, 34–35
popular, 141–142
ratings, 99
Visualization, of data, 174–175
Volunteers:
hiring, 128–129
peer-review meetings with, 53
Wagner, Lilya, 154
WealthEngine, 67, 71, 141, 142
Wealth lists, 25
Wealth screening, 21, 23
database screenings limitations, 31
data types, 28, 29
demographic/psychographic data, 38
information to send to vendor, 34–36
peer screenings, 39–40
preparing for, 28
in prospect identification, 27–28
purpose and goal for, 28, 30–31
risk and, 38
screening product selection, 32–34
vendors of, 28
verification and analysis, 36–38
Weinstein, Bruce, 152
“Wow” factor donation, 42–43
Writing, employees and, 130
Wycliffe Bible Translators, 164
YahooFinance.com, 75
YouTube, 178
Zepp, Ingrid, 113
Zillow.com, 14067
Zoominfo.com, 76