

Getting Started in Prospect Research: What You Need to Know to Find Who You Need to Find (In the Trenches)

Meredith L. Hancks



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GETTING STARTED IN PROSPECT RESEARCH is a nuts and bolts guide to setting up your research shop and discovering who your donors REALLY are. Have you recently joined a new organization or found yourself with a new set of duties that include prospect research? Do you believe in the power of data to make informed decisions to help your organization raise more money? Do you want to participate as a valuable member of the fundraising team? GETTING STARTED IN PROSPECT RESEARCH will help you: *Set up your own research shop. *Conduct capacity and interest research. *Uncover hidden gems in your database. *Identify great new prospects. *Create a list of your favorite sources for various types of data. *Build relationships with fundraisers. *Determine when to go it alone and when to bring in the experts. ABOUT THE AUTHOR: Meredith Hancks, MBA, uses data daily to uncover hidden gems in the database at Western Illinois University, where she is the Director of Prospect Research and Management. She is serving the wider nonprofit community as Chair of the Best Practices in Prospect Development subcommittee for the Association of Advancement Services Professionals.

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