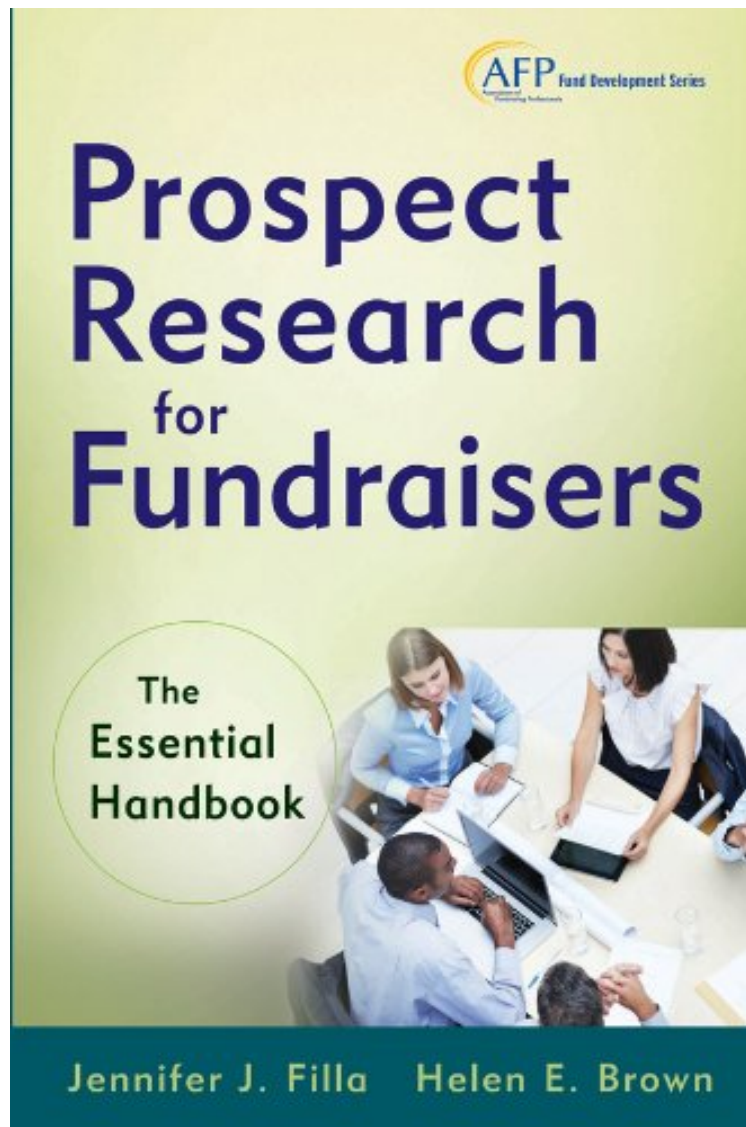


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Prospect Research for Fundraisers: The Essential Handbook (The AFP/Wiley Fund Development Series)

Jennifer J. Filla, Helen E. Brown

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Jennifer J. Filla, Helen E. Brown : Prospect Research for Fundraisers: The Essential Handbook (The AFP/Wiley Fund Development Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Prospect Research for Fundraisers: The Essential Handbook (The AFP/Wiley Fund Development Series):

1 of 1 people found the following review helpful. THE text on the subject.By S. W. LambertTHE most helpful book

I've read in my beginning a career in prospect research!4 of 4 people found the following review helpful. Not your favorite topic...but ESSENTIAL!By D. C. DregerRobbe Healey, former chair of the AFP board, writes in her introduction to this book: "Using an expert researcher...can be the difference between flat and growth -- and is always more economical!"If you have never engaged in prospect research or have done so at the level of Google and other internet searches, you need to read this book co-authored by Jennifer Filla and Helen Brown.As a frontline fundraiser, knowing how to access research and applying it can be an incredible boon. An understanding of how research fits into your gift cycle, and how to be more strategic in your solicitations, can make a huge difference in your rate of success. And this book helps you think through how to convert the data and research into learning keys to open avenues of cultivation to your prospects - the people that will fund your mission.A website adds to the value, where you can find links and templates, along with continued opportunities -- an essential resource!5 of 5 people found the following review helpful. A Gem in its ClarityBy Steven P. MillerDon't let this one stay on your "to read" list for too long or unread on your bookshelf. Jennifer Filla and Helen Brown have presented a concise book with a wealth of information. From the beginning overview to the final appendices, they tie everything to the three categories that research supports: prospect identification, qualification and relationship management. This book will provide executives, development staff and board membership with a context for how to use prospect research and with practical ways to do basic things like how to "Assess the Scope of Your Profile Needs." For those who have been sitting on the sidelines or thinking Google search can do everything you need to those organizations that have a research program, there is something for all.

Essential tools for implementing right-sized prospect research techniques that help nonprofit organizations reach their fundraising goals Written especially for front-line fundraisers, Prospect Research for Fundraisers presents a practical understanding of prospect research, prospect management, and fundraising analytics, demonstrating how research can be used to raise more money. Filled with examples, case studies, interviews, and stories, this unique book is structured around the fundraising cycle and illustrates the myriad of current and ever-changing prospect research tools and techniques available to boost an organization's fundraising effectiveness. From essential overviews to how-to-search skills, this practical book gives development officers the tools to understand how to use prospect research in ways that best fit their goals for each stage of the fundraising cycle. Provides practical insight to understand the best use of each prospect research tool and technique Features a companion website with a variety of online tools to help readers implement key concepts Part of the AFP Fund Development Series Prospect Research for Fundraisers provides fundraisers with an understanding of what prospect research is and which resources are available to small organizations that have limited internal capacity, medium-sized organizations building capacity, and large organizations wanting to maximize their strengths. It offers a practical understanding of the relevant tools at the disposal of development officers and managers responsible for hiring, outsourcing, purchasing, managing, and implementing prospect research within their organizations.

From the Inside FlapIf you've never come into contact with prospect research before, you may be wondering if it's something your organization even needs. These days, most fundraisers are pretty comfortable searching on the web to find answers to their questions and may be confident they are finding enough. But is it enough? Could your fundraising use the extra "oomph" of prospect research?Revealing how you can transform your organization, Prospect Research for Fundraisers explores this influential tool and its power to catapult your fundraising efforts from "just getting by" to substantially succeeding.Renowned prospect research leaders Jennifer Filla and Helen Brown reveal the many ways research can be used today and the cutting-edge tools that will lead prospect research and fundraising into the future. Packed with case studies, interviews, and helpful tips, this essential handbook lays out the basic information you need at your fingertips.In this book, you'll learn how to use research techniques to make informed decisions on questions, including:Who are our best donors?Do we have enough donors and prospects to reach our campaign goal?What is the best way to engage that donor?Where else is our prospect involved?Is this company a good corporate citizen and potential partner for us?What size gift should I ask for?Which trusts and foundations support organizations like ours?Which of our donors are good prospects for planned giving?If you're curious about how prospect research can boost your fundraising;big timemdash;this book is for you. Prospect Research for Fundraisers clearly lays out what prospect research is, when you need it, and how to support its efforts within your organization.From the Back CoverPraise for Prospect Research for Fundraisers"I love the way this book is designed 'to engage and deepen the relationship an organization has with its donors, friends, and beneficiaries' because it makes prospect research an 'inclusive' and 'inviting' part of the fundraising process."mdash;Laura Fredricks, author of the book The Ask and e-book Winning Words for Raising Money"Prospect research is a field which, over the last decade, has dramatically changed how we do our fundraising, planning, and strategy development. This book provides the tools for the novice and the expert, the professional and the lay volunteer, the curious and the academically inclined. I highly recommend Prospect Research for Fundraisers for today's philanthropic community. A must-have resource tool for every fundraising organization."mdash;Sue Paresky, SVP, Dana-Farber Cancer Institute, Boston, Massachusetts"Filla and

Brown's Prospect Research for Fundraisers will transform the way you think about prospect research. Until now, you've probably viewed prospect research as a single function tool. With this book you can arm your nonprofit with a super-duper multi-tool to identify capable and interested donors and board members, and track donor progress to reach major gift goals and more."mdash;Karen Eber Davis, expert on nonprofit income and innovation, author of Nonprofit Income without the Mystery"Modern development offices that embrace and leverage the partnership between researchers and fundraisers are able to strengthen the practice and success of their fundraising efforts through improved donor engagement and increased gift revenues. Filled with practice advice, case studies, and sample techniques, Prospect Research for Fundraisers is a robust exploration of the purpose, value, and impact of an effective prospect research program that can be adopted by any size or type of nonprofit organization. Through shared commitment and purpose, fundraisers and researchers alike can learn and grow from the guidance and best practices gleaned from this valuable resource for fundraising professionals."mdash;Elizabeth Crabtree, Assistant Vice President for Strategy and Resource Development, Brown University"Helen and Jennifer are adding a worthwhile book to nonprofit shelves with Prospect Research for Fundraisers. The magic behind the research curtain will become clear to fundraisers as they move through definitions and processes that lead to big or bigger gifts. Insight from the field helps readers put themselves in the prospect research success story. The best part? Learning the high point of value a well-designed research function can have for any nonprofit lies within these pages."mdash;Cecilia Hogan, author of Prospect Research: A Primer for Growing Nonprofits; Director, University Relations Research, University of Puget Sound, Tacoma, WashingtonAbout the AuthorJENNIFER J. FILLA operates Aspire Research Group out of Florida, providing prospect research services to organizations across the country. Prior to founding Aspire Research Group, she served as associate director of development at the Kimmel Cancer Center at Jefferson in Philadelphia, Pennsylvania. She is a member and past trustee of the Association of Fundraising Professionals, Suncoast Chapter, and was most recently the 2010ndash;2011 president of the Association of Professional Researchers for Advancement, Florida Chapter.HELEN E. BROWN is President of The Helen Brown Group LLC and a twenty-plus year veteran in the field of prospect research. She is a former director of the Association of Professional Researchers for Advancement (APRA) and currently serves as chair of the APRA Chapter Relations Committee. She is a past president of the New England Development Research Association. In 2006, she received the NEDRA Ann Castle Award for service to the prospect research community.