CPRA
COLORADO PROFESSIONAL RESEARCHERS FOR ADVANCEMENT
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A Message from the President

Dear Fellow CPRA Members,

Welcome to the Spring CPRA newsletter. This issue will highlight free sources of information, articles of interest and other resources to help you with research. We also say good-bye to a longtime member of CPRA – Joann Maneri has retired from the CU Foundation.

The CPRA Board is working on several projects currently:

- A July event has been planned. This free brown bag for CPRA members will feature "Reassessing Your Prospect Capacity Ratings for this Economy" a webcast by Pamela Poland. The event will take place on Wednesday, July 15th, at Regis University. Registration has already begun. We look forward to seeing you there!
- THE CPRA website has been redeveloped. In order to minimize costs and make updating the website more timely, CPRA Treasurer Jim Baillie has revamped the website. (Thanks Jim!) The most recent addition to the website is a CPRA blog.

During the current economic climate, the CPRA board is committed to providing cost effective programming for our members. If you have any suggestions for program topics or if you are willing to host an event, please let us know.

Erin Osborn
CPRA President

Spring Symposium 2009

Friday, June 12th's, 2009 Spring Symposium in beautiful Golden on the campus of the Colorado School of Mines (CSM) was a success!

Nearly 25 were in attendance for this full-day symposium. The symposium featured CSM's very own Foundation members, Molly Williams, Vice President for University Advancement, Christie Schenkel, Associate Director of Corporate and Foundation Relations and Kim Senger, Director of Corporate and Foundation Relations.

The morning session with Ms. Senger and Ms. Schenkel featured *Corporate and Foundation Donors*; how to efficiently research, qualify and contact potential corporate and foundation donors. Ms. Williams presented *Campaign Planning* for the afternoon session. Also included was an informative panel discussion on Corporate and Foundation fundraising with audience participation and success stories. The discussion evolved into resource sharing which members found tremendously beneficial.

The CPRA Symposiums not only offer opportunities for learning and keeping up with industry trends, but they offer a great networking experience as well as a time to share "tools of the trade."

CPRA Member Profile

"Research plays a vital role in helping to identify the 'who, how, timing and fit'"

In May 2009, CPRA Membership Director Ed Bostick spoke with Lori Waldrip, Principal of Development Research, LLC about her experience in the field of prospect research.

1) What made you choose this line of work?

When I was in college, I became interested in writing and researching and working in the nonprofit sector. Prospect research was a way to combine these interests. It is exciting to uncover a piece of information about a person that makes him or her a great prospect. I also enjoy testing new funding sources and analyzing, synthesizing and editing information.

I started my own prospect research business last year after talking to members of the nonprofit community who said there is a demand for freelance research. Organizations need to qualify their prospects but sometimes cannot afford a staff person, especially in this economic environment. I enjoy using my skills to help nonprofits be more strategic in their fundraising efforts.

2) Any major lessons from mentor(s) and what they imparted to you?

The biggest lessons that I follow to this day are 1) sticking to accuracy, 2) practicing the ethics of fundraising, and 3) using only public information and 4) only including information in a profile that is relevant to that individual as a fundraising prospect.

I also learned to use a variety of sources in seeking information and to keep researching until I am satisfied that I have complete and accurate answers to my questions.

3) What have been your experiences in being associated with APRA, CPRA, as a Prospect Researcher and Grant Writer ?

I am getting reengaged with CPRA. I took a two-year hiatus from prospect research when my daughter was born, but kept up with fundraising and prospect research trends through list-servs and people I know in the nonprofit sector. I was on the CPRA board in 2000 and 2001. I really enjoyed the variety of topics that I was engaged in through being a board member, and the people I met. I have attended 3 national conferences, I appreciate APRA's newsletters and networking opportunities.

4) Are there particular research tools you use for your prospect research?

Libraries (such as Denver Public Library) are great sources of free databases such as America's Newspapers, America's Obituaries and Death Notices, Gale PowerSearch and ReferenceUSA. I find that Searchsystems.net is helpful in getting to public records more quickly. I also use Public Records Pro.

For foundations I subscribe to Foundation Center online, and I use Noza and Guidestar.

Additionally, I subscribe to list-servs for numerous foundations. I monitor Grants.gov and USA.gov for federal grant opportunities. Email newsletters from sources such as Charity Channel and Guidestar are helpful in monitoring funding trends. Donorresearch-l is valuable to see the issues that researchers are facing.

5) What is your view of the economy and how you relate that to prospects for nonprofit fundraising?

Recession makes prospect research all the more important. It is necessary to work strategically. Research plays a vital role in helping to identify the "who, how, timing and fit" of the request. It also provides insights on how to involve prospects in the mission and activities of the organizations.

When resources are spread thin, such as we are now experiencing, there is great opportunity to strategically outsource research needs.

In conducting research now it is interesting to see how prospects' assets have depreciated. During 2000-2005 you could almost always count on a prospect's assets appreciating. (cont'd, page 3)

Winter Symposium 2009

Daniels Fund

The CPRA Winter symposium was held in Denver at the elegantly designed Daniels Fund meeting space in Cherry Creek. The well thought out space is available free of charge to nonprofit organizations involved in charitable activities.

The half-day symposium had 21 CPRA members in attendance. The program featured Lawrence C. Henze, Managing Director of Target Analytics, a Blackbaud Company. Mr. Henze presented an excellent and timely program via webinar: *Raising Money in Challenging Times*. Following the presentation was a Panel Discussion with members of the CPRA board discussing how their Foundations have been affected by today's fiscally challenging times. Meeting attendees chimed in with their own experiences and advice. It was a lively discussion filled with positive feedback on how to keep fundraising and appealing to donors during these leaner economic times; so ended the morning and another successful winter symposium.

CPRA Member Profile (cont'd)

6) How do you see the viability of capital campaigns in this donor environment?
In regards to Capital Campaigns, some organizations are not going forward. They are holding off [until the economy improves]. A few organizations have experienced a loss of support from constituents that has led them to be doubtful about whether the campaign could succeed. Some say they will revisit the situation within 6 months.

Resources for research are reduced as nonprofit organizations cut back to address reduced funding and additional costs as their services become more in demand. There is a demand, therefore, for freelance research.

7) How do you see the "future" for prospect researchers?
Researchers will continue to play a vital role in helping organizations be strategic in their fundraising, especially during economic downturns.

Researchers will find free content becoming harder to access. For example, some newspapers across the country are going out of business or beginning to charge for online content. With the advent of social media, information comes straight from the source with little or no formal editing. It is important to know what information is reliable and then what information is useful. With Facebook and Linked-in, ethical and accuracy issues can be problematic.

8) What is your approach to a client and/or project?
I prefer to spend adequate time up front. I like to know information about the client, the status and quality and involvement of their leadership. I need to know what they plan to accomplish with certain prospects so that I can do a better job of helping them identify the right prospect for the right time at the right giving level. I screen for relationships: links with community-minded prospects, their record of philanthropy and their interests in that particular cause.

I deliver whole research profiles-via email or U.S. mail, depending on the client's preference. I print out lists using their database if I am given access.

My specialized knowledge is in higher education; and teen parenting among others. As a proposal writer I have received grants from The Rose Foundation, The Daniels Fund, and Caring for Colorado to name a few foundations. I have been involved with State and Federal grant proposals.

9) What are the ethical concerns and considerations you practice in your work?
In addition to what I mentioned about only using public data for client research and using personal information that is only relevant to the project on which I am working; the information needs to be collected in an ethical way adhering to the APRA code of ethics. This means not sharing donor information with other agencies or individuals.

Each job has its discrete tasks and reporting requirements. That information stays with the client. In other words: no double dipping. I do not use information I discovered for one client with another. I also keep in mind whatever giving capacity that a donor is scored at is based on public information that may only be the tip of the iceberg in terms of a prospect's actual assets and liabilities.

10) Is there anything else you would like for us to know?
A lot people see prospect research as a stepping stone-however I think it is an important profession in and of itself-we provide an important service to nonprofit organizations in an affordable way. This makes it possible for nonprofits to have access to critical information regardless of size or capacity. It puts everyone on an even playing field.

I also enjoy using my education and skills in a positive way that has a positive impact on the community.

"After decades of prospering mightily, the wealthy may now by in for an extended period of austerity"

Articles of Interest

The Foundation Center web site has a comprehensive reading list of selected works from the Center's bibliographic database on the topic of nonprofits and economic downturns: **http://foundationcenter.org/getstarted/topical/econ_crisis.html**

Lawrence, Steven. *A First Look at the Foundation and Corporate Response to the Economic Crisis*. New York, NY: Foundation Center, 2009. Steven Lawrence, the Foundation Center's senior director of research, examines giving by close to 50 institutional donors that have announced over $100 million in support for efforts ranging from reducing the number of foreclosures to shoring up food banks and services for the homeless.

Giving During Recessions and Economic Slowdowns. Giving USA Spotlight vol. Issue 3 (2008) p. 1-17. Examines giving patterns during economic downturns and recessions from 1967 to 2007. The analysis explores giving by donor type and by type of recipient organization.

Giving USA has just released their May bulletin - *The American Recovery and Reinvestment Act of 2009: Act Appropriations Beneficial to the Nonprofit Sector and Key Resources for Organizations to Approach and Access Funding Sources*. It focuses on how nonprofits can benefit from the stimulus bill. http://www.givinginstitute.org/pdfs/SpecialBulletin2009FINAL.pdf

Many Recovery Act opportunities are detailed on the Recovery Act and Grants.gov website (http://www.grants.gov/applicants/recovery.jsp), a one-stop resource listing discretionary grants across 26 federal agencies. This site also has a search screen where you can look for any government grant: http://www07.grants.gov/search/advanced.do

The State of Colorado also has a webpage dedicated to the Recovery Act: http://www.colorado.gov/recovery

The April 2 edition of *Economist* featured a Special Report on the rich -The Rise and Fall of the Wealthy. Some of the articles in this report include:
Giving it away - Will the rich become less charitable?
http://www.economist.com/surveys/displaystory.cfm?story_id=13356586

Hard times for the rich - After decades of prospering mightily, the wealthy may now be in for an extended period of austerity, says Philip Coggan
http://www.economist.com/specialreports/displaystory.cfm?story_id=13356686

New Members

As of July 1, CPRA has 41 members. If you have a colleague who may be interested in joining CPRA, please contact Ed Bostick at ebostick@denverhospice.org.

Please join us in welcoming the following new members:

- Shannon Peterson—American Humane Association
- Julie West—Colorado College
- Kurt Garman—University of Wyoming Foundation
- Chrissey Buckley—Water for People
- Stephanie Wanek—University of Colorado Foundation
- Jennifer Atwood—Boulder County AIDS Project
- Julie Johnson—McKee Medical Center Foundation
- Lisa Zavoda—The Gathering Place

Recently promoted? Changing jobs? Presenting at a conference? News to celebrate? Want to recognize a colleague?

CPRA wants to know!

We love to hear about our members' wonderful accomplishments. Please share your news with us! Contact Erin Osborn at eosborn@tchfden.org

Jim Baillie has been promoted to Annual Fund Officer.
Milagro Lobato has been promoted to Lead Development Research Analyst.

Congratulations, Jim and Milagro!

Resources

Corporate Donations Database
www.nptgrantsearch.com/default.asp
A free searchable database with data on more than 5,500 corporate donations of $1 million or higher. The website was created by *The NonProfit Times* and Noza, Inc., and it utilizes 1,200-plus different sources to compile its data.

eNotes.com
www.enotes.com/business
This site provides free access to the content in several Gale directories: Business Plans; Encyclopedia of Business; Encyclopedia of Business and Finance; Encyclopedia of Major Marketing Campaigns; Encyclopedia of Management; Encyclopedia of Small Business; International Directory of Business Biographies; International Directory of Company Histories; and The Oxford Dictionary of Economics.

BusinessWeek's Company Insight Center
http://investing.businessweek.com/research/company/overview/overview.asp
Use this free site to search and find basic data, such as news, press releases, and financials for more than 42,000 public and 322,000 private firms around the world. To find a company – just enter the firm's name or ticker in the upper right-hand area of the homepage, under "stock quotes."

Looking for other research links? Check out the CPRA website:
http://www.apracolorado.com/page4/page4.html

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Upcoming Events:

CPRA Summer Brown Bag

Reassessing Your Prospect Capacity Ratings for this Economy

Wednesday, July 15

Regis University

10:30am-12:30pm

For registration information, please visit the CPRA website at

www.apracolorado.com/page10/page10.php

or contact Alicia Gould at

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Nature photos for this issue were provided by CPRA Member Sara Wuorinen.