

A RESEARCH TOOLKIT FOR DEVELOPMENT OFFICERS

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THIRD THURSDAY

RESEARCH ETHICS

Association of Prospect Researchers for Advancement
(APRA)

<http://www.aprahome.org/AboutAPRA/PrivacyEthics/StatementofEthics/tabid/74/Default.aspx>

Association of Fundraising Professionals (AFP)

http://www.afpnet.org/ethics/guidelines_code_standards

Council for Advancement and Support of Education (CASE)

<http://www.case.org/Content/AboutCASE/Display.cfm?CONTAINERID=40&CONTENTITEMID=2570&CRUMB=3>

Donor Bill of Rights

http://www.afpnet.org/ka/ka-3.cfm?content_item_id=9988&folder_id=898



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Research Learning Resources

Prospect Research: A Primer for Growing Nonprofits

<http://www.jbpub.com/catalog/9780763751036/>

By Cecilia Hogan

◆ Available new and used via Amazon and Powell's Books

Bibliography: A Guide to Development Research Resources

<http://www.bwf.com/docs/bwf/Bibliography2007.pdf>

By Bobby Strand

◆ Free list of resources

◆ Register at the Bentz Whalley Flessner site to download



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Research Learning Resources

LISTSERVS

Prspct-I Research Listserv

<http://www.aprahome.org/APRACommunity/PRSPCTLList/tabid/305/Default.aspx>

◆ Free resource hosted by Charity Channel for prospect researchers

◆ Members are encouraged to post questions and initiate discussions

Charity Channel Fundraising & Nonprofit Listservs

<http://www.charitychannel.com/forums/web-based-version.aspx>

◆ Listservs for many development topics

◆ Small fee to join their listservs

Other Listserv Lists

http://supportingadvancement.com/potpourri/favorite_listservs/favorite_listservs.htm

<http://www.cvfundraising.com/download/IntrntRescFundDev.doc> (2000)



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Research Learning Resources

MEMBERSHIPS

APRA

<http://www.aprahome.org/>

- ◇ Individual or institutional membership is \$150 annually
- ◇ Reduced cost to attend national conference
- ◇ Free subscription to *Connections* online magazine

APRA Chapters

<http://www.aprahome.org/Chapters/ChapterLinks/tabid/77/Default.aspx>

- ◇ Cost and benefits vary
- ◇ National membership may be required



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Research Learning Resources

WEB SITE REVIEWS AND TECHNIQUES

Internet Prospector (now defunct, but searchable)

<http://www.internet-prospector.org/>

- ◇ Monthly e-zine that reviews Web sites and research tools
- ◇ Sections: corporations/foundations, news, international, people, tools
- ◇ Great learning resource for development staff in any position

Maryrose Larkin's Northwest Research Blog

<http://northwestresearch.blogspot.com/>

- ◇ Reviews Web sites
- ◇ Provides research tips and presentations



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Research Learning Resources

SEARCH ENGINE INFORMATION

Search Engine Report RSS Feeds

<http://searchenginewatch.com/showPage.html?page=2155721>

- ◆ Offer a variety of search engine forums
- ◆ Keep up-to-date on technology and new developments

Search Engine Comparison

<http://www.infopeople.org/search/chart.html>

- ◆ Easy-to-use chart comparing search engine features

Search Engine Showdown

<http://www.searchengineshowdown.com/features/>

- ◆ Another chart comparing search engine capabilities & boolean logic



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Prospect Identification

KEY SOURCES OF NEW PROSPECTS

▣ Rich zip lists

Forbes Most Expensive Zip Codes 2008

http://www.forbes.com/2008/09/28/zip-expensive-hundred-forbeslife-cx_richzipcodes08_mw_1007realestate.html

USC's Wealthy Zip Codes (picks up where Forbes leaves off)

<http://www.usc.edu/dept/source/zipcode/SuggestedZips.htm>

Claritas PRIZM Segments (click Zip Code Look-Up under USA Today)

<http://www.claritas.com/MyBestSegments/Default.jsp>

Melissa Data Home Sales By Zip Code (Copy to Excel to average)

<https://www.melissadata.com/lists/ezlists/ezhomeowners.aspx>

Melissa Data IRS Statistics By Zip Code

<http://www.melissadata.com/lookups/taxzip.asp>



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Prospect Identification

KEY SOURCES OF NEW PROSPECTS

▣ Neighbors

411Locate People Pages Search
<http://www.whitepages.com/5092>

DAPlus Find Person By Address (only enter street name)
<http://www.daplus.us/ReverseAddress.aspx>

▣ Rich street list

▣ Real estate transactions

- ⊙ Daily Journal of Commerce
- ⊙ Newspapers
- ⊙ Business Journal



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Prospect Identification

KEY SOURCES OF NEW PROSPECTS

▣ Newspapers & Business Journals

Newslink State And National News, Alternative & Business Papers
<http://newslink.org/menu.html>

Newslink Business Newspapers
<http://newslink.org/biznews.html>

American Cities Business Journals (set up daily feed and alerts)
<http://www.bizjournals.com>

Bibliomaven's Business Journal Links
<http://www.bibliomaven.com/businessjournals.html>



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Prospect Identification

KEY SOURCES OF NEW PROSPECTS

▣ Segmented Queries

Gift Patterns

- ◆ Total giving reaches \$
- ◆ 1st gift of \$
- ◆ Increase gift amount \$ from year/largest/last gift

New Donor Lists

Prospect Pool Donations

Job Title

Street Or Zip Code



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Name Search

USE NAME VARIATIONS

Bill Gates	Melinda Gates
William Gates	Melinda F Gates
William H Gates	Melinda A Gates
William Henry Gates	Melinda French Gates
Gates William	Melinda A French
Gates Bill	Gates Melinda
	French Melinda

Genealogy Today nickname list

<http://www.genealogytoday.com/genealogy/enoch/nicknames.html>

Ancestry.com Names & Nicknames

http://freepages.genealogy.rootsweb.ancestry.com/~genealogylinks/surnm/nn/nn_female.html



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Identity Verification

NAME LOOKUPS

Zabasearch

- ◇ Date of birth
- ◇ Middle initials
- ◇ Current and former addresses and phone numbers

<http://www.zabasearch.com/>

DAPlus (use name & reverse address/phone lookups)

- ◇ Addresses
- ◇ Spouse
- ◇ Middle initial

<http://www.daplus.us/>

Privateeye

- ◇ Spouse and other adult family members
- ◇ Middle names or initials and maiden/other names

<http://www.privateeye.com/>

Know-X (fee service)

- ◇ Ultimate People Finder (links to real estate records)

<http://www.knowx.com/>



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REVERSE LOOKUPS

DAPlus Phone & Address Search

<http://www.daplus.us/PhoneSearch.aspx>

<http://www.daplus.us/ReverseAddress.aspx>

Super Pages Reverse Business Address & Phone Search

<http://yellowpages.superpages.com/yp.advanced.jsp?STYPE=AD>

SuperPages Reverse Residential Address & Phone Search

<http://www.whitepages.com/10866/reverse-lookup>

Reverse Directory Address & Phone Search

<http://www.reverseaddress.com/>

Know-X (fee service)

<http://www.knowx.com/>



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Identity Verification



POLITICAL and CHARITABLE CONTRIBUTIONS

Follow The Money (state contributions)

◇ Employer & job title; city & state of residence

<http://www.followthemoney.org/database/advancedsearch.phtml>

OpenSecrets.org (federal contributions)

◇ Search multiple cycles simultaneously

◇ Employer & job title; city & state of residence

<http://www.opensecrets.org/indivs/index.php>

NOZA (fee-based)

Charitable contributions by name, state, city & year

Search foundations (free), corporations and individuals

<https://www.nozasearch.com/>



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OBITUARIES

ObitsArchive (available online via Multnomah Co. Library)

Fee service available through NewsBank

<http://tinyurl.com/2ref5>

Obituary Central

<http://www.obitcentral.com/>

Legacy.Com

<http://www.legacy.com/Obituaries.asp>

National Obituary Archive

<http://nationalobituaryarchive.com/obituary/search.asp>



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Fee-for-service search

DonorSearch (from Grenzebach Glier DonorScape)

▣ Sources

- ◆ SEC filings
- ◆ Lexis Real Estate (Lexis, Zillow)
- ◆ Corporate data (D&B, MarketGuide, CorpTech, Larkspur)
- ◆ Guidestar (Form 990s)
- ◆ FEC filings
- ◆ Marquis Who's Who
- ◆ Charitable giving (NOZA, Waltman, DonorSearch, CTelligence)

▣ Ask Analyzer and capacity rating

▣ Prospect Generator

Wealth Engine

- ▣ Many of the same sources as DonorSearch
- ▣ Real estate search is more robust (Lexis, DataQuick)
- ▣ Gift data is older (only Waltman)
- ▣ Personal property search



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Quick Asset Verification

STOCK

CBS Marketwatch Insiders

- ◆ Total stock holdings per recent SEC filing (no detail)
- ◆ Stocks bought/sold & options exercised
- ◆ Other insiders
- ◆ Stock performance, value and market analysis

<http://cbs.marketwatch.com/tools/quotes/insiders.asp?siteid=mktw>

BUSINESS OWNERSHIP

Biehl's Business Filing Databases

- ◆ Find business registries by state

<http://www.llrx.com/columns/roundup29.htm>

Reference USA (via local library)

- ◆ Ownership
- ◆ Estimated sales

<http://www.referenceusa.com/notSubscriber.asp?si=75536406626602>



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Quick Asset Verification

REAL ESTATE VALUE ESTIMATORS (always use 2 sources)

Zillow

<http://www.zillow.com>

Real Estate ABC

<http://www.realestateabc.com/>

ASSESSOR REAL ESTATE DATA

Know-X (fee service)

◆ National real estate ownership and value

◆ Sale and mortgage information

<http://www.knowx.com/id2.jsp?userid=guest&password=welcome>

University of Virginia Assessor Links by State

◆ Find assessor offices by state

<http://indorgs.virginia.edu/portico/assessors.html>



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Quick Asset Verification

COMPENSATION

Salary Wizard

http://swz.salary.com/salarywizard/layoutscripts/swzl_newsearch.asp

Salary Expert

<https://www.salaryexpert.com>

JobStar Profession-specific Salary Surveys

<http://jobstar.org/tools/salary/sal-prof.php>

Determining Executive Employment Compensation

<http://www.internet-prospector.org/tool0603.htm>



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Estimating Giving

FORMULAS

Using Formulas to Estimate Giving Capacity (historical overview)

<http://www.neerokconsulting.netfirms.com/givingcapacity.htm>

TOOLS

Demographics of Charitable Giving (2003 data)

◆ From New Tithing Group (now defunct)

◆ Based on IRS estate tax returns

http://web.archive.org/web/20061108231436/http://www.newtithing.org/content/NTG_research_FINAL.pdf



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Trip Planning

ePodunk

◆ Community statistics and local links

<http://epodunk.com/>

Airfarewatchdog Airline Route Maps

<http://www.airfarewatchdog.com/AirlineRouteMaps/tabid/60/Default.aspx>

SeatGuru

<http://www.seatguru.com/>

FlightArrivals.com

◆ Track flight arrival and departure and ground transportation delays

<http://www.flightarrivals.com/cgi-bin/WebObjects/Flights.woa/3/wo/SEgLc0TGni22RdELV71/0.15>

Foreign Travel Expense Calculator

◆ Calculate currency conversions and credit card conversion charges

<http://www.xe.com/tec/>



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?QUESTIONS?

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