



A RESEARCH TOOLKIT FOR DEVELOPMENT OFFICERS

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Learning Objectives

- ◆ **Know research ethics**
- ◆ **Have resources to learn more**
- ◆ **Understand research goals**
- ◆ **Appreciate how research fits into the development cycle**
- ◆ **Become familiar with the research process**
- ◆ **Obtain tools and resources for prospect identification and evaluation**



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Topics



▣ Ethics

▣ Learning Resources

▣ Research Process

▣ Free and Fee-based Tools

◎ Prospect identification

◎ Prospect research

◎ Research check list

◎ Capacity evaluation



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Research Ethics



◆ **Respect for the Prospect**

◆ **Confidentiality**

◆ **Verification**



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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](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, including software & tools
- ◆ Sample forms and analysis ideas

Prspct-I 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



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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
- ◆ *Connections* online magazine
- ◆ Free look-ups in GGA DonorScape database (!!!!!!!)

APRA-NW <http://www.apra-nw.org/templates/System/default.asp?id=39617>

- ◆ \$25 first member; \$10 each next members for organization members
- ◆ National membership not required
- ◆ Local programs
- ◆ Mentor program



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What Is Prospect Research?

DISCOVERING CONSTITUENTS WITH:

▣ FINANCIAL CAPACITY TO SUPPORT AND

▣ AFFILIATION(S) TO OR

▣ INTEREST(S) IN

***YOUR* NON-PROFIT ORGANIZATION**



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Connecting The Dots

WHO HAS WHAT RESOURCES?

WHO IS WORKING WITH WHOM?

WHO VOLUNTEERS WITH WHOM?

WHO IS ACQUAINTED WITH WHOM?

WHO IS REALLY CLOSE TO WHOM?

WHO SUPPORTS WHAT CAUSES?

WHO IS INTERESTED IN WHAT?



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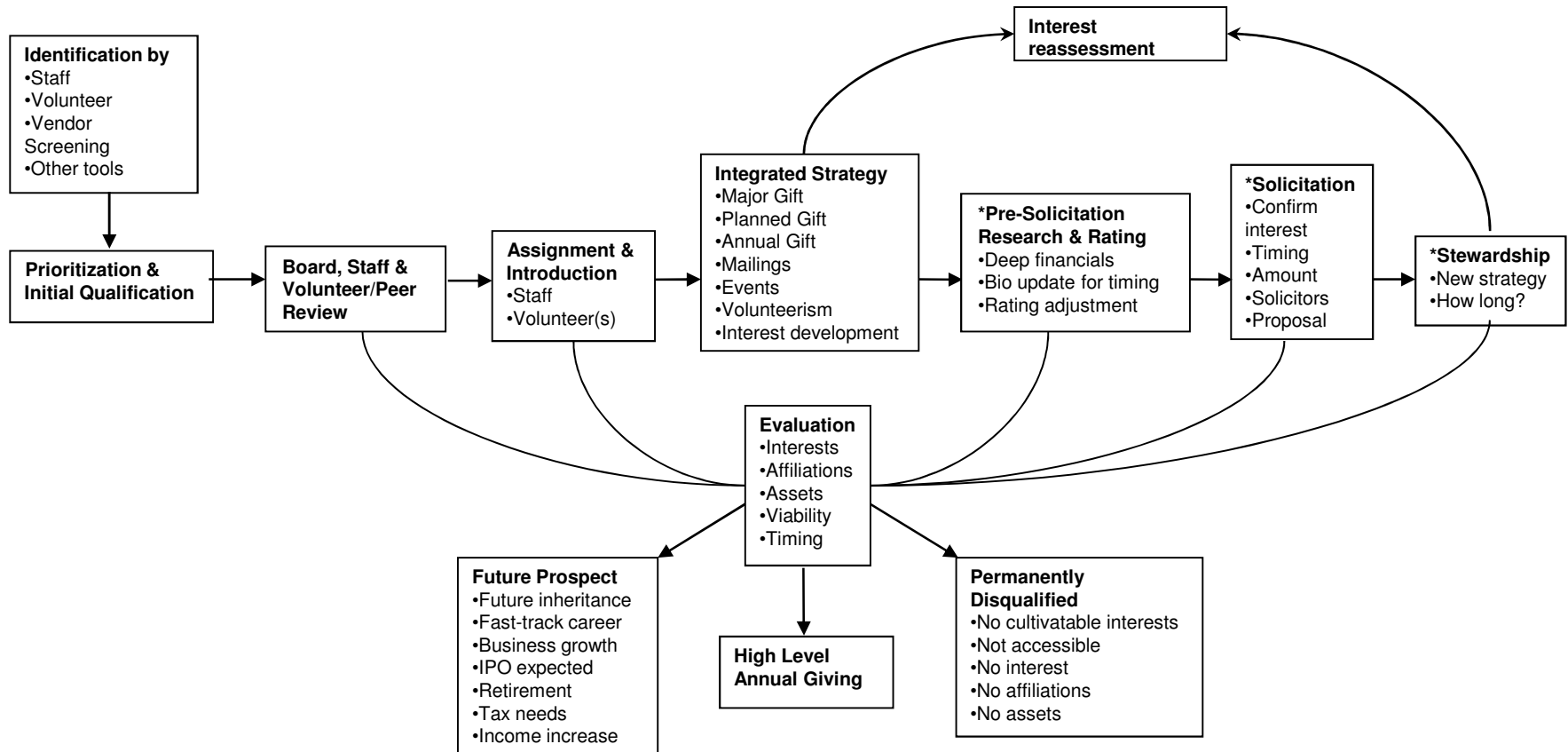
Research Process

- ▣ **Identification** (by staff; volunteers; constituents)
- ▣ **Initial Qualification** (Assets; Linkage; Potential Interest)
- ▣ **Door Openers** (If you can't get an appointment)
- ▣ **Field Qualification** (Confirm Capacity; Interest)
- ▣ **Cultivation/Info Gathering** (Assets; Network; Interests)
- ▣ **Deeper Research** (Asset search; determine ask amount)
- ▣ **Solicit Gift and Referrals** (Whose doors can they open?!)
- ▣ **Stewardship** (Then back to cultivation . . .)



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Development Cycle



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Identification & Information Sources

Personal Contacts

- ▣ **Prospect**
- ▣ **Relatives and friends**
- ▣ **Board and volunteers**
- ▣ **Staff knowledge and files**

Other sources

- ◇ **Your database**
- ◇ **Web search/push technology**
- ◇ **Newspapers, trade and business journals**
- ◇ **Subscription databases**



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Research Check List

- ◆ Organizes the research process
- ◆ Can change the order of research
- ◆ Track what has been checked
- ◆ Check other sources as needed
- ◆ Helps keep research timely
- ◆ Adaptable to your needs over time
- ◆ Add new sources as found



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PROSPECT IDENTIFICATION



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Free Identity Verification

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

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

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

- ◇ Name, address and reverse addresses lookups
- ◇ Spouse
- ◇ Middle initial

Veromi <http://www.veromi.com/>

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



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Key Sources Of New Prospects

▣ Neighbors

White Pages Neighbor Search (enter full address)

[http://www.whitepages.com/more searches](http://www.whitepages.com/more_searches)

\$1M+ Real estate transactions (w/subscriptions)

◎ **Daily Journal of Commerce**

◎ **Newspapers**

◎ **Business Journal**



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Key Sources Of New Prospects

📍 Newspapers & Journals

Local Newspapers (some feeds/alerts; alternative & ethnic)

Portland <http://www.abyznewslinks.com/uniteorpr.htm>

Oregon <http://www.abyznewslinks.com/uniteor.htm>

Washington <http://www.abyznewslinks.com/unitewa.htm>

American Cities Business Journals (email updates)

<http://www.bizjournals.com/portland>

Newslink (state, national, alternative & business newspapers)

<http://newslink.org/menu.html>

Trade or Interest-Specific Journals



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Key Sources Of New Prospects

▣ Segmented Queries in Your Database

Look for Giving Patterns

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

New Donor Lists

Non-donor Prospect Donations

Job Titles

Wealthy Streets



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AFFILIATIONS GIVING INTERESTS



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Targeted Search Engine Name Search

Search Name Variations

Bill Gates

William Gates

William H Gates

William Henry Gates

Gates William

Gates Bill

Melinda Gates

Melinda F Gates

Melinda A Gates

Melinda French Gates

Melinda A French

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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Targeted Name Search

Name search with specific terms

- ◆ Friend, Friends, Family
- ◆ Partner, Partners, Co-owner
- ◆ Board, Trustees, Directors
- ◆ Donor, Donors, Donation
- ◆ Sponsor , Sponsors, Sponsored
- ◆ Nonprofit, Charity, Philanthropy

And variations thereof . . .



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Affiliations & Interests

ObitsArchive

- ◇ America's Obituaries & Death Notices @ Multnomah Co. Library
- ◇ Fee service available through NewsBank <http://tinyurl.com/2ref5>

Follow The Money (state contributions)

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

- ◇ Employer & job title
- ◇ Candidate, Measure, Committee & PAC support

OpenSecrets.org (federal contributions)

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

- ◇ Employer & job title
- ◇ Candidates, PAC & Committee support



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Business Affiliations

WA License Query (person and business name search)

<https://fortress.wa.gov/dol/dolprod/bpdLicenseQuery/Default.aspx>

WA Secretary of State (start date, name and positions)

<http://www.sos.wa.gov/corps/search.aspx>

OR Business Registry Person Search

http://egov.sos.state.or.us/br/pkg_br_web_assoc_name_srch.main

OR Business Registry Business Name Search

http://egov.sos.state.or.us/br/pkg_web_name_srch_inq.login

Biehl's Business Filing Databases (other states)

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

Reference USA (ownership and estimated sales)

Via Multnomah County Library



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Foundations

NCCS Master File (990s)

<http://nccsdataweb.urban.org/PubApps/990search.php?bmf=M>

- Search organization name, geographic or purpose code**
- Contact information**
- Board members**
- Assets**
- Recipients, purpose (since 2308), gift amounts**

Washington Charities Register

http://www.sos.wa.gov/charities/search_advanced.aspx

- Search organization name or geographic**
- List by county**
- Information gives general overview**

Oregon Charities Division

http://www.doj.state.or.us/cgi-bin/charigroup_db_query.pl

- Search organization name, geographic, revenue, assets or type**
- Download as a searchable text file**



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ASSETS



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Quick Asset Verification

STOCK

Marketwatch Insiders

<http://www.marketwatch.com/tools/quotes/insiders.asp>

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

BUSINESS REVENUES

Manta (must create login) <http://www.manta.com/>

- ◇ Contact information
- ◇ Annual revenue – D&B and other source
- ◇ Years in business
- ◇ Key executives



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Quick Asset Verification

REAL ESTATE

- ◆ Assessed vs Market Value
- ◆ Length of ownership
- ◆ Trust ownership
- ◆ Down payment
- ◆ Mortgage/Refinance (term of debt & amount)
- ◆ Interfamily transfer (divorce, inheritance & estate planning)

University of Virginia Assessor Links (by State/County/City)

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

Zillow

<http://www.zillow.com>

Real Estate ABC

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



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Quick Asset Verification

COMPENSATION

Salary Wizard (job title/profession and geographic)

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

mysalary.com (company and executive name)

http://swz.salary.com/execcomp/layoutscripts/excl_companysearch.asp

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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Fee-based Services

Accurint/Alumni Finder <http://www.accurint.com>

- ▣ Also known as names
- ▣ DOB
- ▣ Work affiliations
- ▣ Relatives w/DOB
- ▣ Address history including shared addresses
- ▣ Email search
- ▣ Unique identifier

KnowX <https://www.knowx.com/>

- ▣ National real estate search - tax & deed records
- ▣ Aircraft & watercraft registration
- ▣ Ultimate PeopleFinder - address history
- ▣ Corporation name search



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Fee-for-service search

DonorSearch (from Grenzebach Glier DonorScape)

- ▣ 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, CTelligence)
- ▣ Ask Analyzer and capacity rating
- ▣ Private Company value calculation
- ▣ Prospect Generator

Wealth Engine

- ▣ Many of the same sources as DonorSearch
- ▣ Two real estate search engines (Lexis-Nexis, DataQuick)
- ▣ Gift data is older (only Waltman)
- ▣ Personal property search



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Estimating Giving

Using Formulas to Estimate Giving Capacity

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

- ◇ Historical overview of methodologies
- ◇ Pretty accurate compared to IRS data & wealth surveys
- ◇ Ignore net worth calculations

Demographics of Charitable Giving (2003 data)

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

- ◇ From New Tithing Group (now defunct)
- ◇ Based on IRS estate tax returns
- ◇ Actual & recommended giving % by age, income, gender, marital

Chris' Condensed New Tithing Chart

- ◇ Based on IRS data



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