

# MyProspect

## Photo

- Google image
- Facesaerch.com
- Business or nonprofit websites\*

## Capacity

- See back for some loose capacity rating guidelines.

## Contact

- Argali White & Yellow (argali.com)
- Howtocallabroad.com
- Social networking sites
- Nexis<sup>§</sup>

## Connectors

- Biographical
- Civic
- Relationship With Your Institution

## Relationship With Your Institution

- Faculty
- Giving history
- Contact history
- Volunteer history
- Event attendance history

## Biographical

### Personal (family, age, education)

- News (obituaries/feature articles)
  - Google news
  - Local papers
  - Epodunk.com
  - Your libraries
  - LexisNexis<sup>§</sup>
- Online bios/self-reported
  - Person search (Zoominfo.com, Zabasearch.net)
  - Company officers\*
  - Nonprofit officers \*
  - Social networking sites (linkedin.com, facebook.com)
  - Marquis Who's Who<sup>§</sup>
- Social security death index (<http://ssdi.rootsweb.ancestry.com/cgi-bin/ssdi.cgi>)
- Public records aggregator (Nexis)<sup>§</sup>

### Business (title, size of company, corporate board memberships)

- News
  - Business Journals (bizjournals.com)
  - Finance.google.com
  - Marketwatch.com
- Insiders, revenue, and other statistics
  - Finance.yahoo.com
  - MarketWatch.com (<http://www.marketwatch.com/tools/quotes/insiders.asp>)
  - Manta.com
  - Hoover's<sup>§</sup>
  - Dun & Bradstreet<sup>§</sup>
- Historical stock prices
  - Bigcharts.com
- Secretary of State business registry search
- Campaign finance disclosure sites
  - Newsmeat.com
  - State sites

## Civic/Philanthropic

### Volunteer Activities

- Annual reports\*
- IRS Form 990 (Guidestar.org)<sup>(§)</sup>
- Self-reported
  - Social networking sites (linkedin.com, facebook.com)
  - Who's Who<sup>§</sup>

### Giving

- Annual reports\*
- NOZA<sup>§</sup>

## Financial

### Assets

- Real estate
  - County assessor sites (pulawski.net)
  - Zillow.com
  - Nexis
  - Dataquick<sup>§</sup>
  - News articles
- Publicly-held stock
  - Marketwatch.com
  - Finance.yahoo.com
  - Bigcharts.com (holdings x price)

### Income

- Salary aggregation websites
  - Salary.com
  - Glassdoor.com
- Mortgage-based (35% of mortgage)
- Insiders
  - Finance.yahoo.com
  - Marketwatch.com
- Bizstats.com
- Specific professions (e.g. lawyers, airline pilots, sports stars) – see [delicious.com/ajarman](http://delicious.com/ajarman)

\*Don't forget site-restricted searching! (Site:.edu or site:pdx.edu)

<sup>§</sup>Will usually cost you. Check your library. See if your research department has a subscription and a spare license.

## Soup Up Your Search

- Firefox add-ons
  - <http://www.amandajarman.net/2009/02/tabulicious.html>
  - <http://www.amandajarman.net/2009/02/rad-ons.html>
- Google tricks
  - Operators (“” + -)
  - Site-restricted
  - Source-restricted

## Major Gift (\$25K+) Capacity Indicators

- \$200,000+ annual income
- \$1M+ personal residence (especially with additional indicators present)
- Multiple vacation homes
- \$100K+ publicly held stock
- Previous major giving history

## Capacity Estimation Guidelines

- 10 – 20 x annual giving
- Home value x .2 to .5
- Publicly owned stock x .4 to 1

## Learn more

- APRA-NW ([apra-nw.org](http://apra-nw.org))
- APRA International ([aprahome.org](http://aprahome.org))
- *Prospect Research: A Primer for Growing Nonprofits*  
Cecilia Hogan, Jones and Bartlett Publishers, Inc., 2003
- *Fundraising Analytics: Using Data to Guide Strategy*  
Joshua Birkholz, John Wiley & Sons, Inc., 2008
- *A Kaleidoscope of Prospect Development: The Shapes and Shades of Major Donor Prospecting*  
Bobbie J. Strand, CASE, 2008

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