



Maryland Governor's Grants Office Presents:

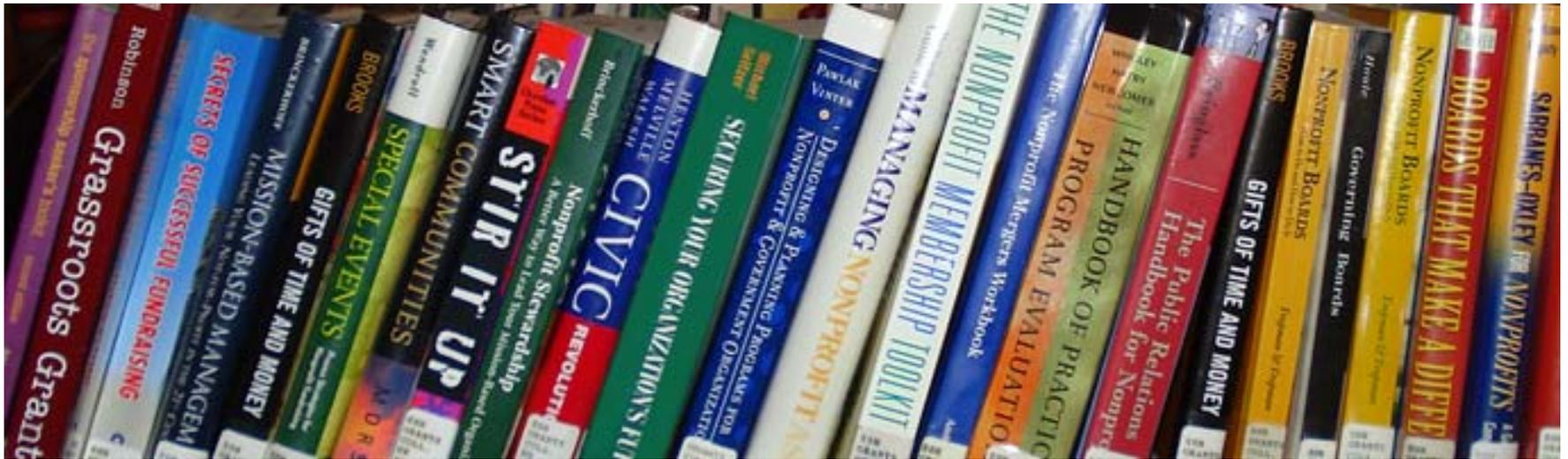
# Prospect Research: Researching Individual Donors

Presented By:

Hosted by Maryland Judiciary's Division  
of Research and Development, Judicial  
Education and Training Conference  
Center

Andrea Snyder  
Grants Collection  
Enoch Pratt Free Library  
State Library Resources Center  
[grc@prattlibrary.org](mailto:grc@prattlibrary.org)  
(410)396-5320

- What is the Grants Collection?



ENOCH PRATT *free* LIBRARY

# Goals

- Why people give
- Why research individuals
- Where to start
- Resources available



# Why do we give?



ENOCH PRATT *free* LIBRARY

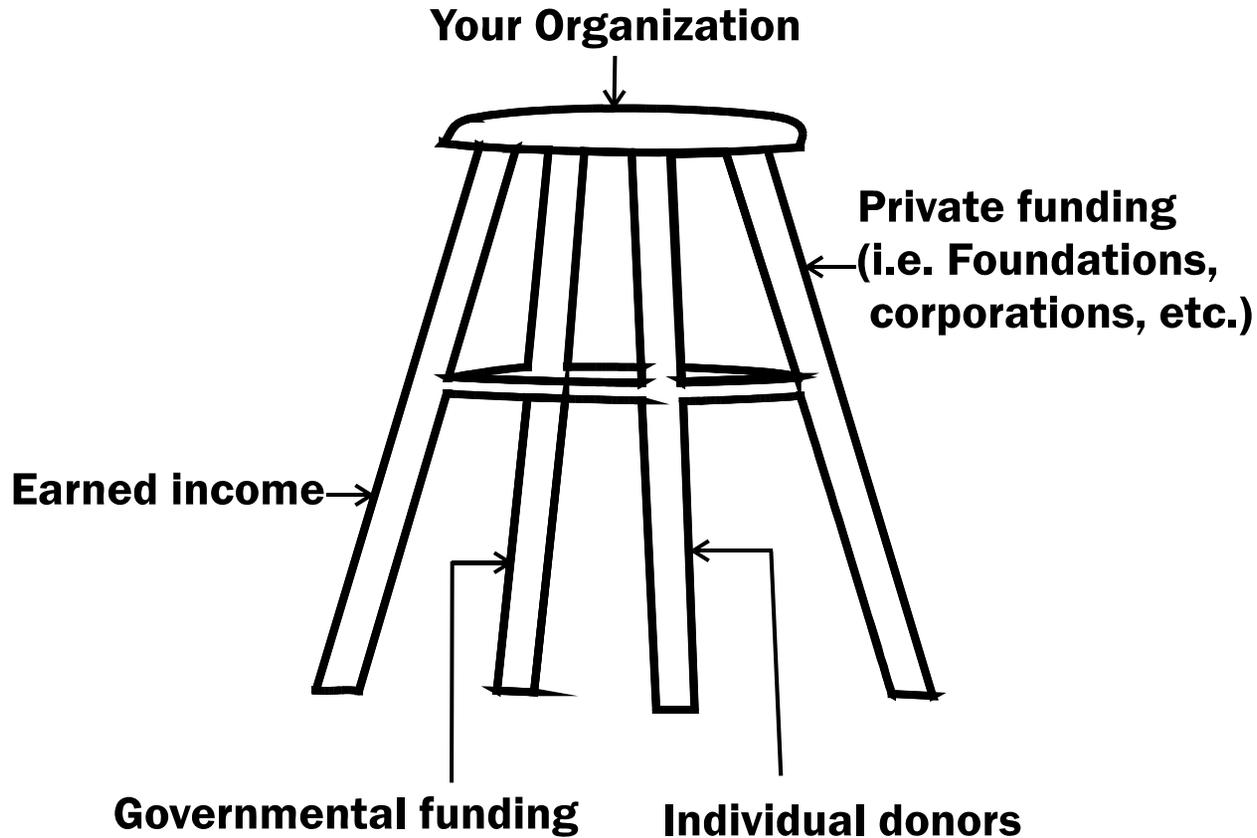
# Why research individuals?



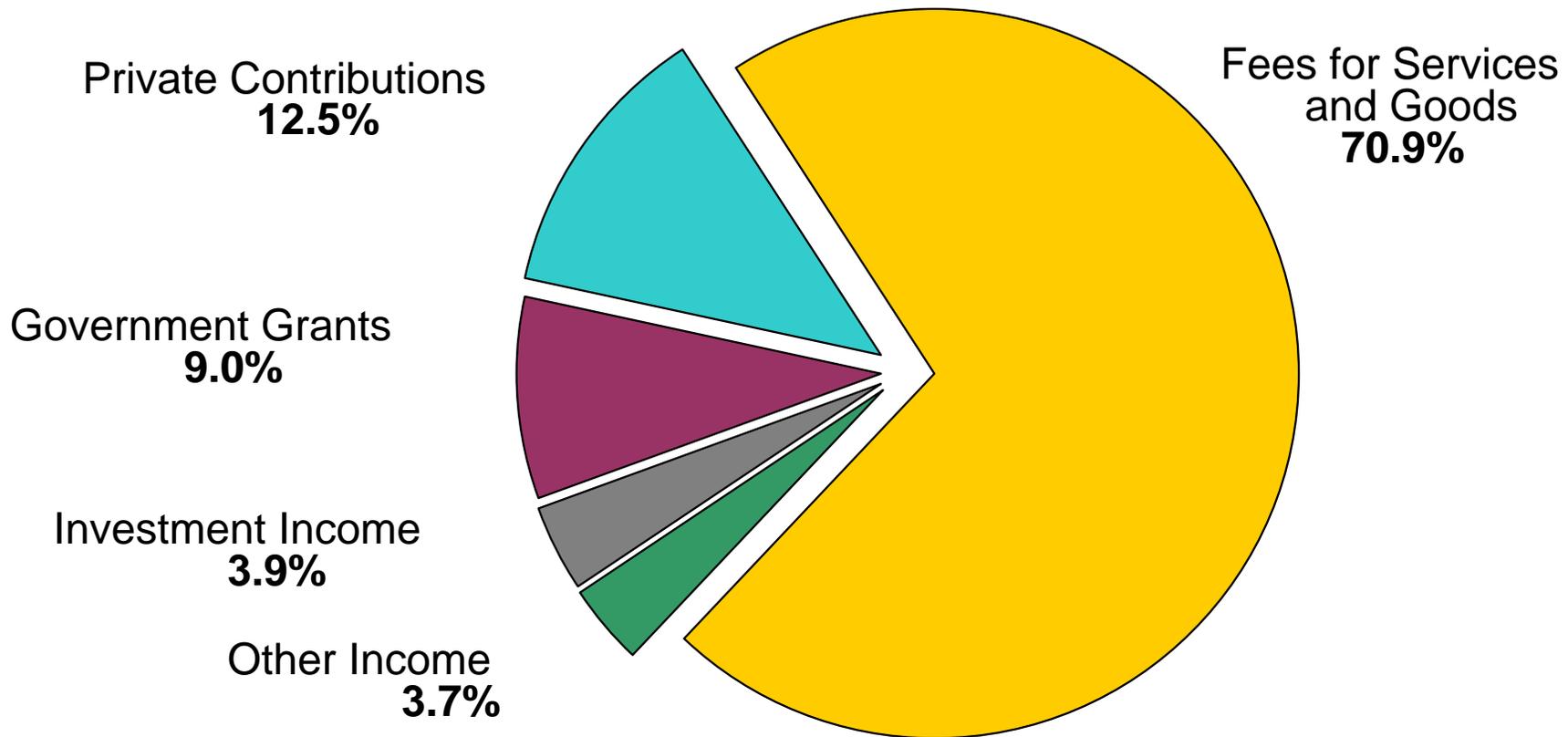
ENOCH PRATT *free* LIBRARY

[http://flickr.com/photos/jalex\\_photo/397581862/](http://flickr.com/photos/jalex_photo/397581862/)

# Four Legged Stool



# Sources of Revenue for Reporting Public Charities, 2004

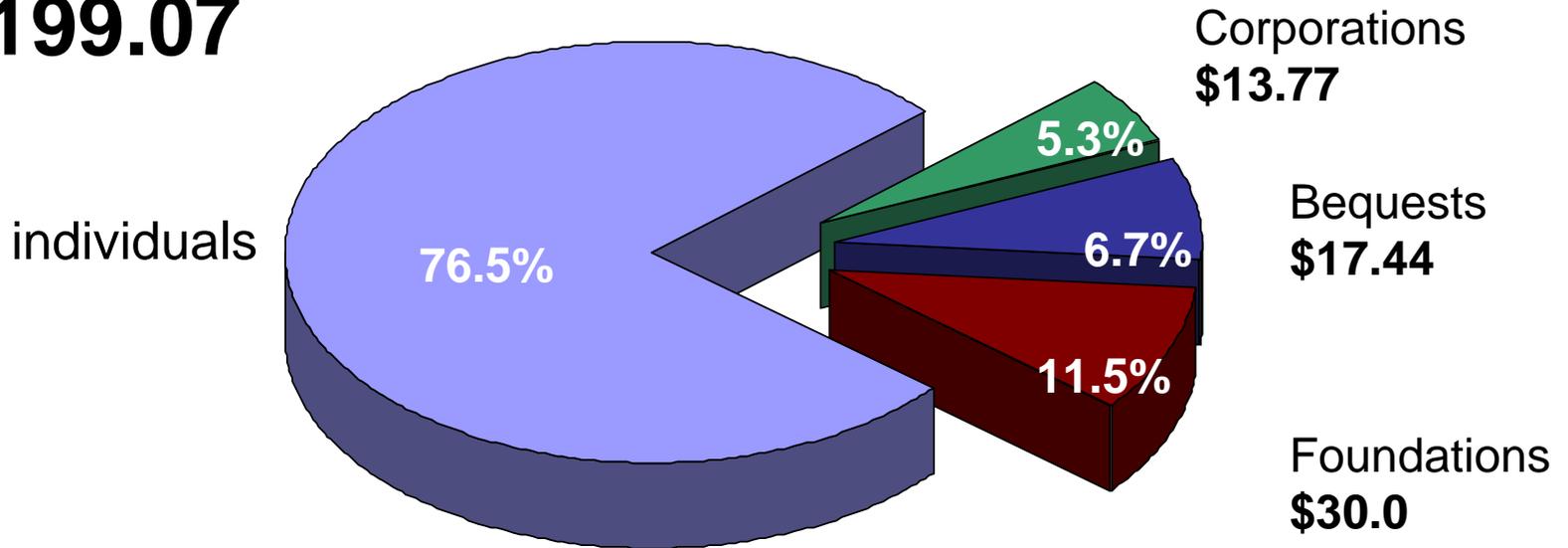


Source: *Nonprofit Almanac 2007*  
National Center for Charitable Statistics, the Urban Institute

# Private Contributions by Source, 2005

(\$ in billions)

Individuals  
**\$199.07**



Source: *Giving USA 2006*, Giving USA Foundation, researched and written by the Center On Philanthropy at Indiana University

# Benefits of researching individuals:

- Provides insight into background and interests;
- Reveals relationships w/others;
- Helps to determine capacity to give;
- Builds the confidence of the person asking for the gift.

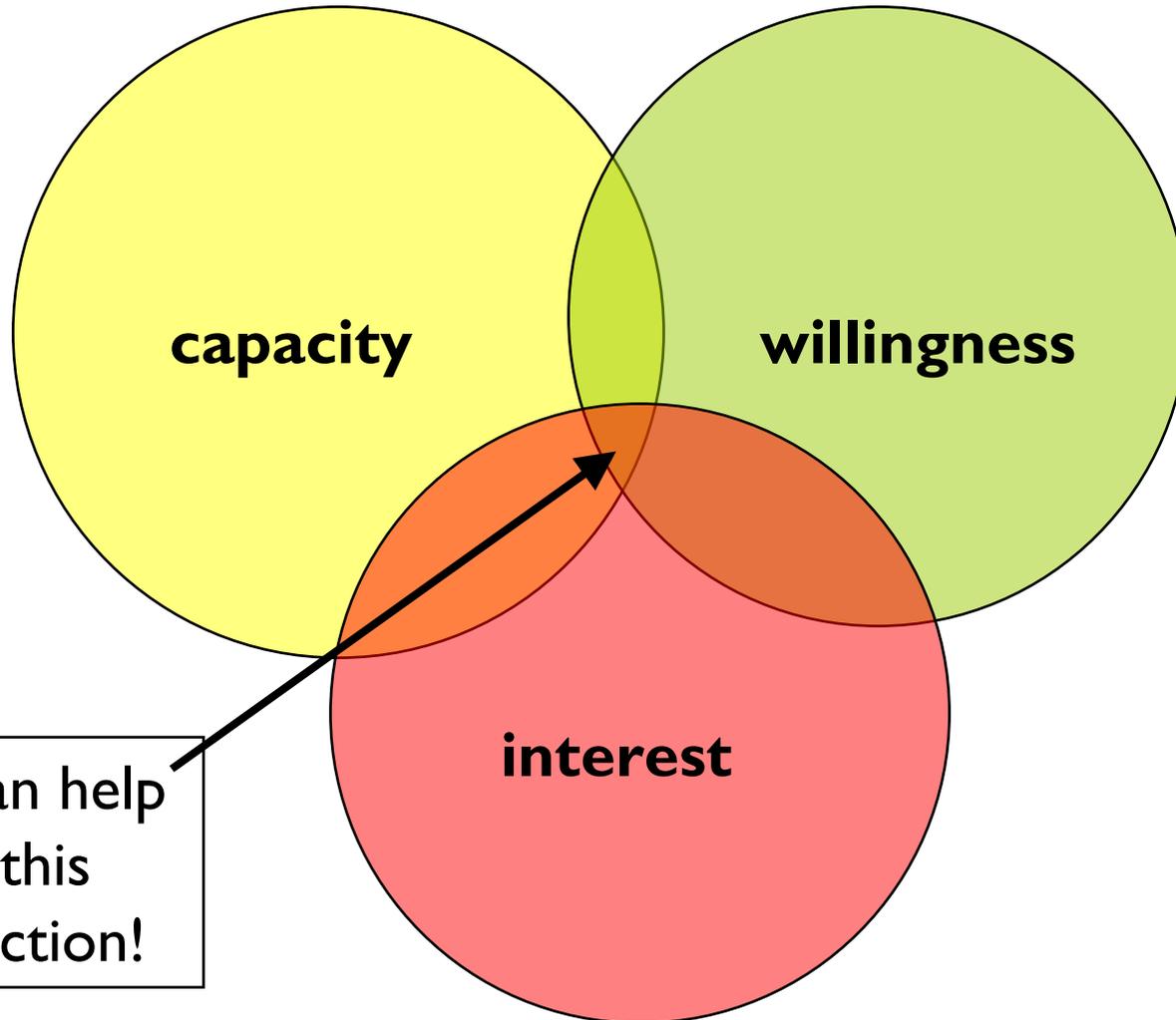


# Prospect Research

Identification of and research of individuals who are capable and interested in giving a substantial gift to your organization.

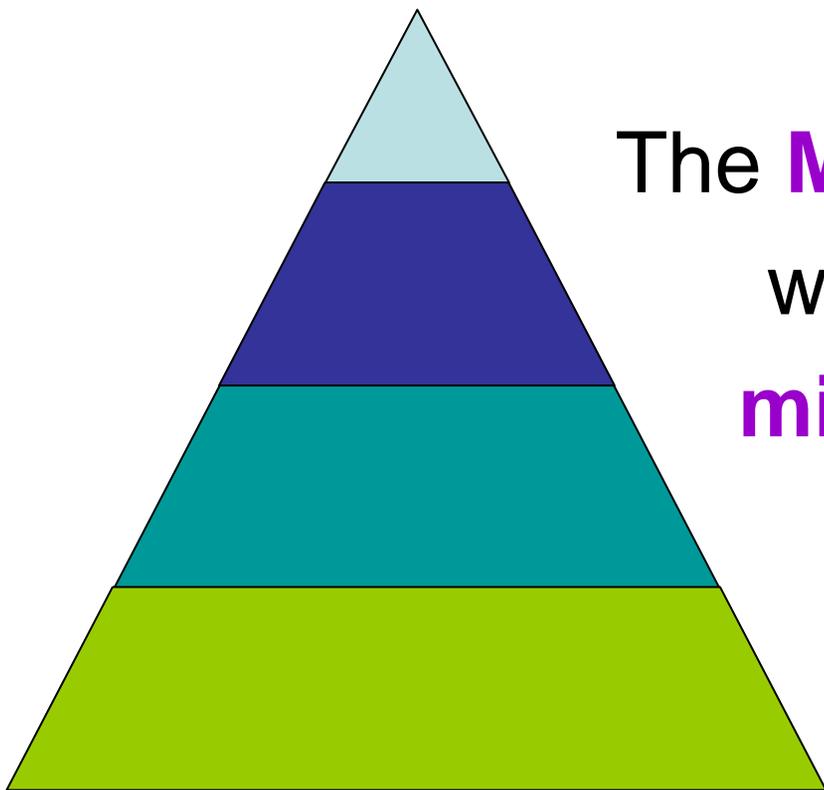


# The Ideal Donor



Research can help  
you find this  
perfect junction!

# Where will your income come from?



The **Majority** of income will come from a **minority** of donors.



# Considerations

- Most of the people in your database are not wealthy
- Some of the people on your database don't care that much about your mission



# Three Types of Prospects

1. Currently give or have given. May be ready to increase donation.
2. Have never given but have personal relationship with organization.
3. Have similar interests but no personal connection.



# Ready to take the leap?



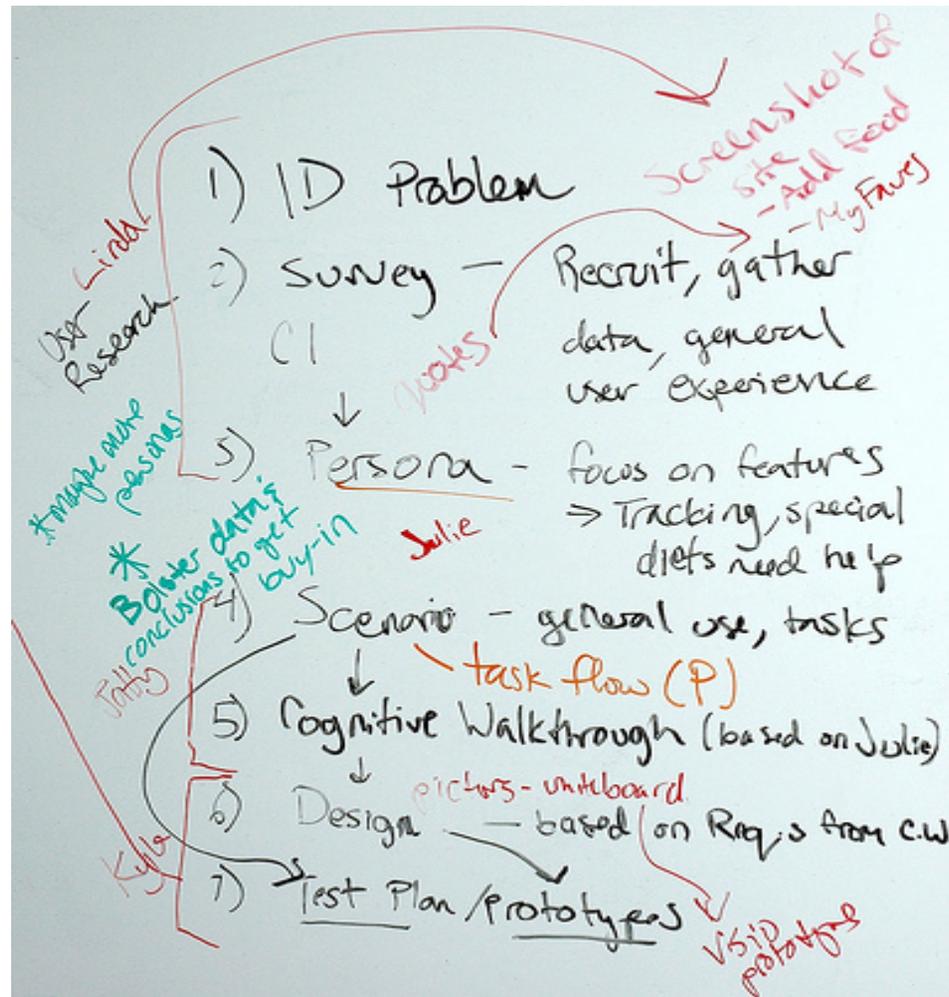
# Get Organized



ENOCH PRATT *free* LIBRARY

<http://flickr.com/photos/kentuckylongrifle/358417186/>

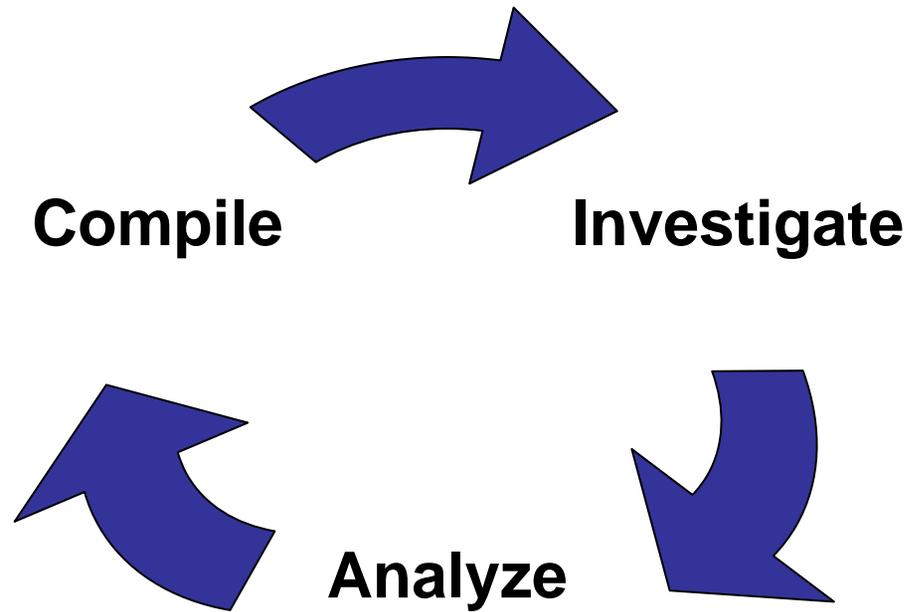
# Have a Research Plan



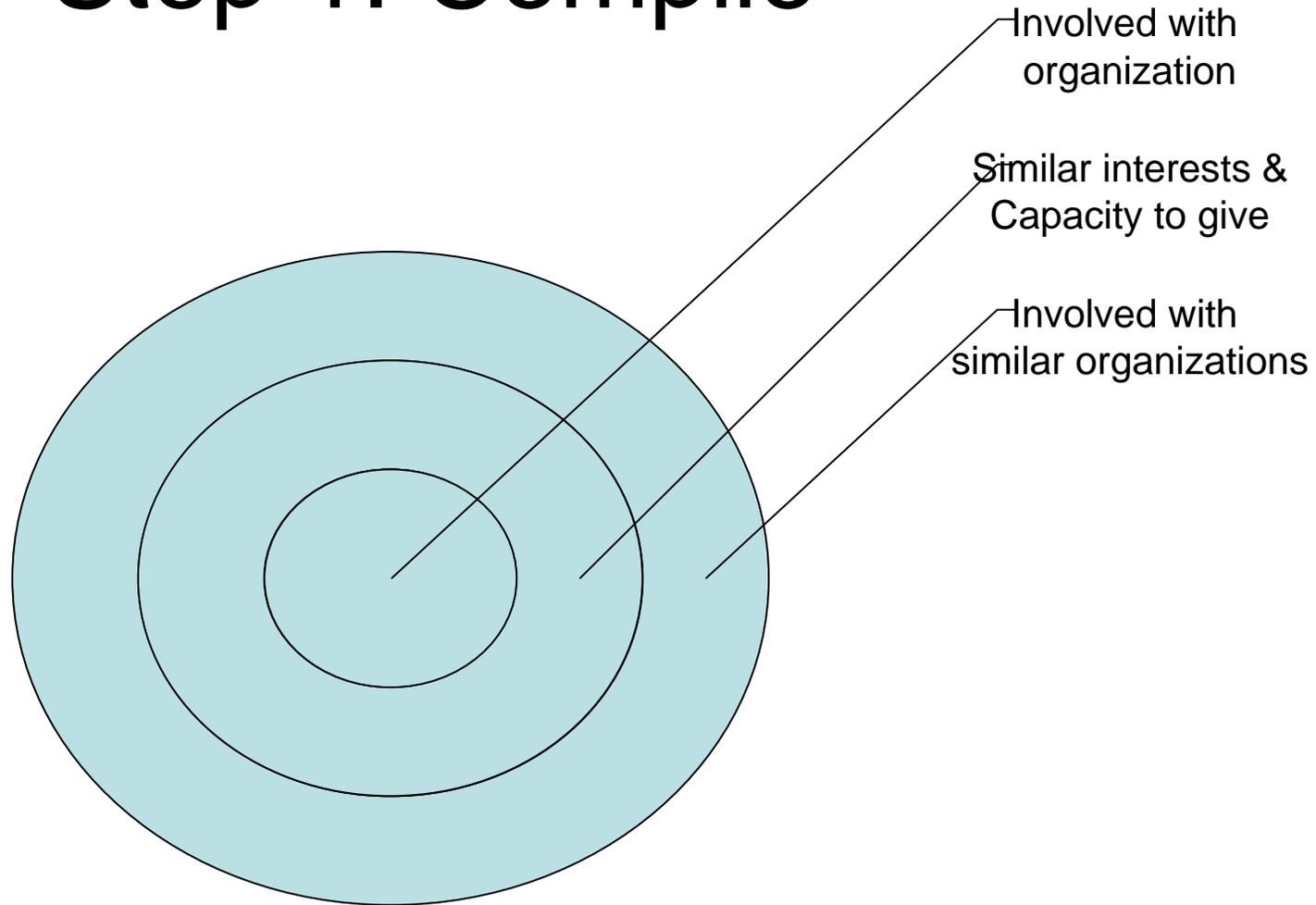
# Set a Time Limit



ENOCH PRATT *free* LIBRARY



# Step 1: Compile



# Step 1: Compile

**Begin with those who have closest ties to organization:**

- Board & their connections
- Family & friends
- Volunteers
- Current and past donors
- People your organization serves



# Step 1: Compile

- Donors & board members of local and/or similar organizations;
- Lists of the wealthy, large gifts, top people by profession or industry, state and population group.



# Step 1: Compile

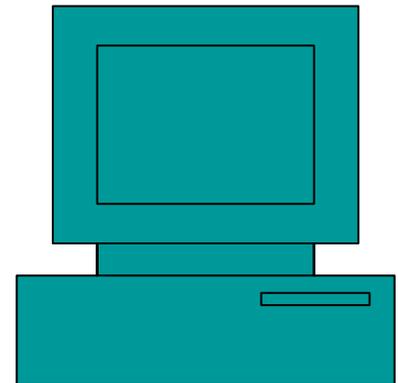
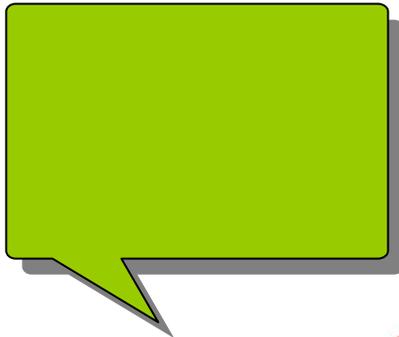
## Tips:

- Be creative in broadening your search
- Think about what connections you might have with each prospect
- READ, READ, READ!!



# Step 2: Investigate

- **Confirm** and verify results
- **Seek** the most authoritative sources
- **Check** dates of information



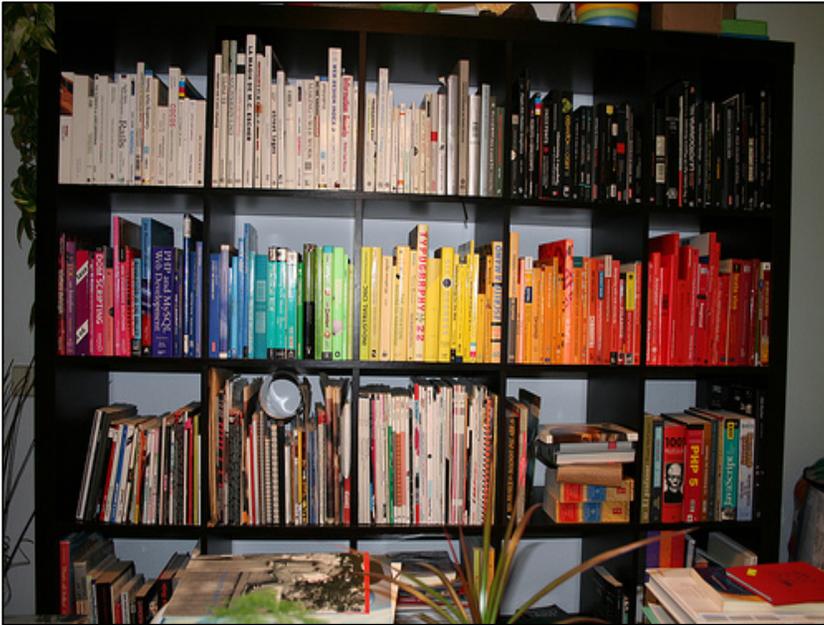
# Step 3: Analyze the Results

## **Prospect management:**

- **Rank** prospects by likelihood and size of gift;
- **Decide** on communication.



# Research Resources



ENOCH PRATT *free* LIBRARY

# Biographical Information on the Web

- Professions
- Age
- Interest
- Networks & Affiliations
- Accomplishments



# Financial Information

- Compensation
  - Salaries of top public company employees
  - Salaries of top nonprofit employees (990)
  - Salary surveys
- Stockholdings of public company insiders
  - Top officer, director, 5% shareholders
- Proceeds of a private company sale
- Real estate values
- Major assets (boats, airplanes, etc.)
- Art holdings



# Financial Info NOT on the Web

- Bank account balances
- Non-insider stockholdings
- Private investments



# Philanthropic Giving Information on the Web

- Private foundation affiliations
  - Donations
  - Board service
- Political contributions
- Charitable giving records



# Ethics / Privacy



# Ethics

- Look for positive information
  - No social security numbers
  - Only relevant information
- 

## Follow established guidelines

- APRA Guidelines
- Your Organization's Guidelines



# Let your journey begin....



ENOCH PRATT *free* LIBRARY

<http://flickr.com/photos/poppywright/266201478/>

# Link to resourceful websites:



[www.delicious.com/epflsrc\\_grc/individual\\_donors](http://www.delicious.com/epflsrc_grc/individual_donors)



ENOCH PRATT *free* LIBRARY

You must go inside a Cooperating Collection to view their donor databases!

In Baltimore, Visit:  
Andrea Snyder  
Grants Collection  
Enoch Pratt Free Library/  
State Library Resources Center  
[grc@prattlibrary.org](mailto:grc@prattlibrary.org)  
(410)396-5320

Check out the Pratt Free Library Grants Collection free trainings at  
<http://www.prattlibrary.org/calendar/series.aspx?folder=706>.



ENOCH PRATT *free* LIBRARY