

RAISING THE BAR IN RESEARCH

How to Be at the Top of Your Game!



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**Presenter: Deborah B. Miller
Director, Development Research-Virginia Tech**

Raising the Bar in Research

- Raise (rāz) v. raised, rais·ing, rais·es
 - To move to a higher position; elevate
 - To increase in size, quantity, or worth
 - To increase in intensity, degree, strength, or pitch
 - To improve in rank or dignity; promote
- Bar (bār)
 - A standard, expectation, or degree of requirement
 - Something that impedes or prevents action or progress

What to Limit or Avoid

- Reactive Mode
 - 90/10 rule
 - Giving by top 1% is increasing
 - Top 1% gave 61% in '99
- “Blurbetts”
- Profiling outside of your own database
- In depth or unnecessary research
- Report generation

What You Can Do

- Prospect Identification
- Prospect Research
- Prospect Management
- Planning & Analysis

Prospect Identification

Screening:

- Securities
- Real estate
- Additional assets
- Executive
- Biographical
- Geo Demographic
- Predictive modeling

Processing your results:

- Always work top-down
- Deal with results in a timely way
 - Load all screening data into database
 - Code prospect records based on screening results
 - Make vendor output available to development staff

Prospect Identification on a Budget

- Maximize the use of the tools you already have
- Review top paid and rich lists
- Analyze wealthy zip codes
- Conduct data mining

Environmental Scanning

- Internal:
 - Employment records
 - Donor reports
 - Contact reports
 - Solicitation tracking reports
 - University committees
 - Institutional publications
- External:
 - 10K Wizard
 - Insider alerts
 - Yahoo News alerts
 - IPO tracking
 - M&A tracking
 - Stock highs/lows
 - Portfolio tracking

Prospect Research

- Benefit from changing technology
- Automate the research process
 - hep Development Services www.hepdevelopment.com
 - WealthID www.wealthid.com
 - Prospect Information Network (P!N) www.prospectinfo.com
 - etc.
- Re-examine the role of research

Prospect Management

- Rate prospects on gift capacity and inclination
- Target prospects to areas of funding interest
- Maintain staff assignments
- Monitor prospect contact entries
- Process call reports

Planning & Analysis

- Strategic planning
- Pre-campaign planning
- Post-campaign planning
- College/Constituent area analysis
- Performance evaluation
- Benchmarking

How to Get Started!

Information Management

- Build a system which addresses needs
 - Good address and contact information
 - Current employment information
 - Asset and financial information
 - Family and biographical information
- Use technology
- Centralize data
- Track changes within your database
- Code for segmentation

Decentralized Access to Information

- Equip development staff to run reports
- Share research tools and data
- Maintain a research web page
 - ❖ Costs of decentralization

Managing Expectations

- Annual operating plan
- Annual self evaluation
- Prioritization of research requests
- Campaign life cycle

Market Your Success

- Educate the development staff
- Provide justification for future budget requests

Get Out From Behind Your Computer

- Volunteer for leadership opportunities
- Network among your peers

Management Support

- Convince them of the benefits
- Set policy/parameters
- Monthly prospect review

Staff Support

- Hiring/Promotion Criteria
- Seek input
- Annual retreat
- Delegate
- Recognize
- Have fun with it!!

What Are Your Ideas for Raising
the Bar???

For questions please contact:

Debbie Miller

dbmiller@vt.edu

540-231-2826

