

Prospect Research for Campaign Preparation

Presented by:

Libby Collinge, Head of Research and Prospect
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Fundraising • Development Services • Strategic Consulting



Libby Collinge, Head of Research and Prospect Strategy, The Frick Collection

Libby Collinge is the Head of Research and Prospect Strategy at The Frick Collection. Prior to joining the Frick team, she spent nearly eight years as Director of Research at the Metropolitan Opera and was an Associate Director at the Rutgers University Foundation. Over the course of her career, she has expanded the scope of her expertise from research and prospect management to include data integrity and project oversight, and frequently acts as a liaison between Development and other departments. Previous stops on her career path include an IT advisory research firm, a chemical company, and a public library. A graduate of Rutgers University's Douglass College, Libby holds a BA degree in biology.



Raymond P. Happy, Principal & Managing Director, CCS

Raymond Happy is a Principal at CCS. He has planned, directed, and supervised fundraising campaigns throughout the United States and provided strategic advice to leading organizations around the globe. His projects have raised billions of dollars. He has conducted numerous feasibility and planning studies, assessments, building programs, endowment campaigns, and annual appeals. He has helped institutions recruit new trustees, solicit transformational gifts, develop strategic plans, and install and operate new information systems.

Today's Presentation

- Campaign vs. Annual Fundraising: Impact on Research
- Prospect Identification
- Research Tools
- Prospect Development
- Prospect Management
- Research in Action
- Questions and discussion

- What is your organization's current campaign status?
 - No campaign
 - Considering campaign
 - Planning phase
 - Active campaign
 - Recently completed



CAMPAIGN VS. ANNUAL FUNDRAISING: IMPACT ON RESEARCH

Campaigns: What's Different?

More prospects
needed

Higher level
solicitors, asks,
and donors

More focused
goals

Increased
significance (r)

Greater visibility
(R/r)

Opportunities
for collaboration
(R)

- Proposal?
- Face-to-face meetings with frontline fundraiser followed by faculty, curators, technical staff
- A Plan
- The Product

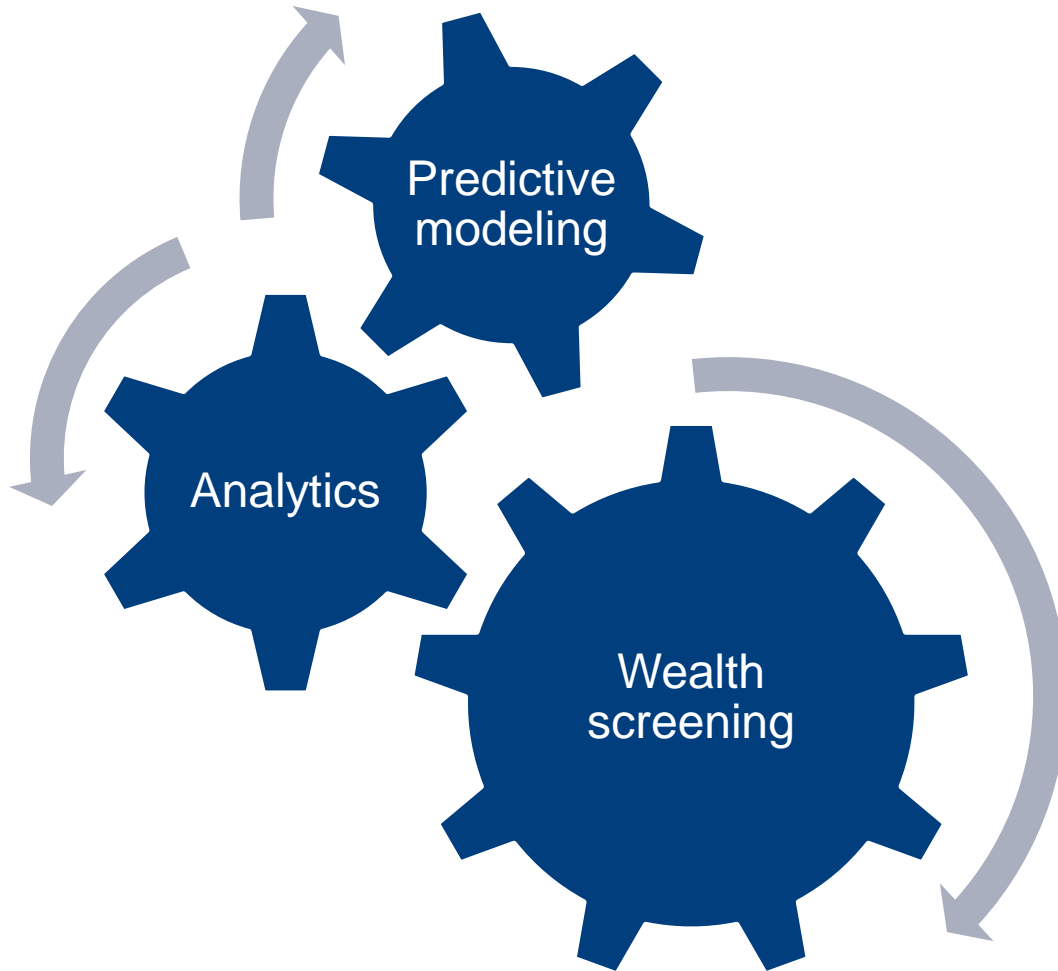


- Capacity Capacity Capacity
- Inclination and propensity
- Interests

PROSPECT IDENTIFICATION

- Has your organization conducted a database screen in the last five years?
 - Yes
 - No
 - Unsure





- Do you need it?
- Should you do it?
- Are you ready?

- Vendor selection
- Record readiness and selection
- Return
- User interface
- Project manager
- Usage

Mining Your Database

- Wealthy Zip Codes

South Dakota Report:

Related Reports

- Percentage of Households with Income Over \$100,000 in South Dakota by City
- Percentage of Households with Income Over \$100,000 in the United States by Zip Code
- Percentage of Households with Income Over \$100,000 in the United States by City
- Select City in South Dakota

#	Zip Code	Location	City	Population	% of Income > \$100k	National Rank
1.	57108	48.479088 - 98.720078	Sioux Falls, South Dakota	8,098	28.27 %	#1,609
2.	57787	44.128814 - 100.981001	Sioux Falls, South Dakota	232	27.58 %	#1,766
3.	57049	42.528465 - 98.521079	North Sioux City, South Dakota	4,507	24.47 %	#2,204
4.	57208	48.228003 - 97.200784	Orisay, South Dakota	98	28.52 %	#1,180
5.	57728	43.803010 - 100.781890	Capeston, South Dakota	100	24.94 %	#4,074
6.	57110	40.549488 - 98.642009	Sioux Falls, South Dakota	8,440	24.81 %	#4,429
7.	57004	43.787788 - 100.881088	Keosauqua, South Dakota	117	21.85 %	#5,111
8.	57940	48.482405 - 98.807881	Hotchkiss, South Dakota	112	22.28 %	#5,214
9.	57551	44.470462 - 100.847881	Wheaton, South Dakota	104	22.28 %	#5,215
10.	57702	44.010011 - 100.401008	Rapid City, South Dakota	28,378	22.07 %	#5,290
11.	57010	40.830001 - 98.818087	Butte, South Dakota	471	22.01 %	#5,328
12.	57780	43.782888 - 100.408282	Sioux Falls, South Dakota	208	21.94 %	#5,400
13.	57105	40.828401 - 98.711117	Sioux Falls, South Dakota	24,844	21.87 %	#5,500

- Where YOUR big donors live
- Important employers in YOUR community
- Up-and-coming businesses and neighborhoods

RESEARCH TOOLS

- How many prospect researchers do you have on staff?
 - 0-2
 - 3-10
 - 11+



- Google: Name plus
 - Zip code
 - Town
 - Address
 - Relative's name
- Social media
- State and County databases

Stocks - Insiders

- Stocks – SEC documents (last name, first in company/cik box)

<http://www.sec.gov/edgar/searchedgar/cik.htm>

- CBS Market Watch

<http://marketwatch.com/tools/quotes/insiders.asp?link=skey>

- J3 Information Services Group

<http://www.j3sg.com/Reports/Portfolio-Insider/indexFP.php?filerLookup>

- SEC Form 4

<http://www.secform4.com/>

Foundations

- Guidestar

www.guidestar.org

- Foundation Center

<https://fconline.foundationcenter.org>



International Foundations

- Charity Commission for England and Wales

<http://www.charitycommission.gov.uk/find-charities>

- Scottish Charity Regulator

<http://www.oscr.org.uk/search-charity-register>



PROSPECT DEVELOPMENT

Assign

Assist

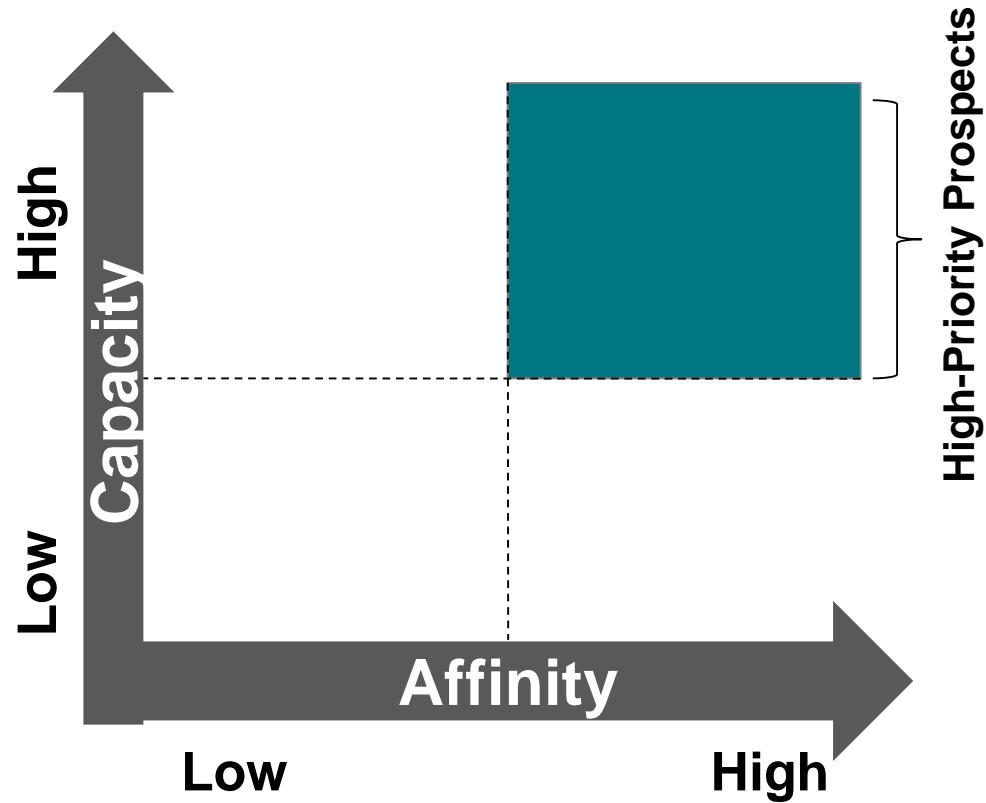
Track
SUCCESS!

PROSPECT MANAGEMENT

Research should uncover:

- Relationship to organization (giving history, leadership positions, status in the community)
- Giving history to other organizations (capital, annual, naming gifts)
- Family structure (who controls the \$\$)
- Board service
- Foundation directorships
- Real estate holdings
- Stock holdings
- Educational history
- Employment history
- Age
- Special interests (i.e., collects private jets)
- Study responses

What Makes a Good Prospect?



What to Look For:

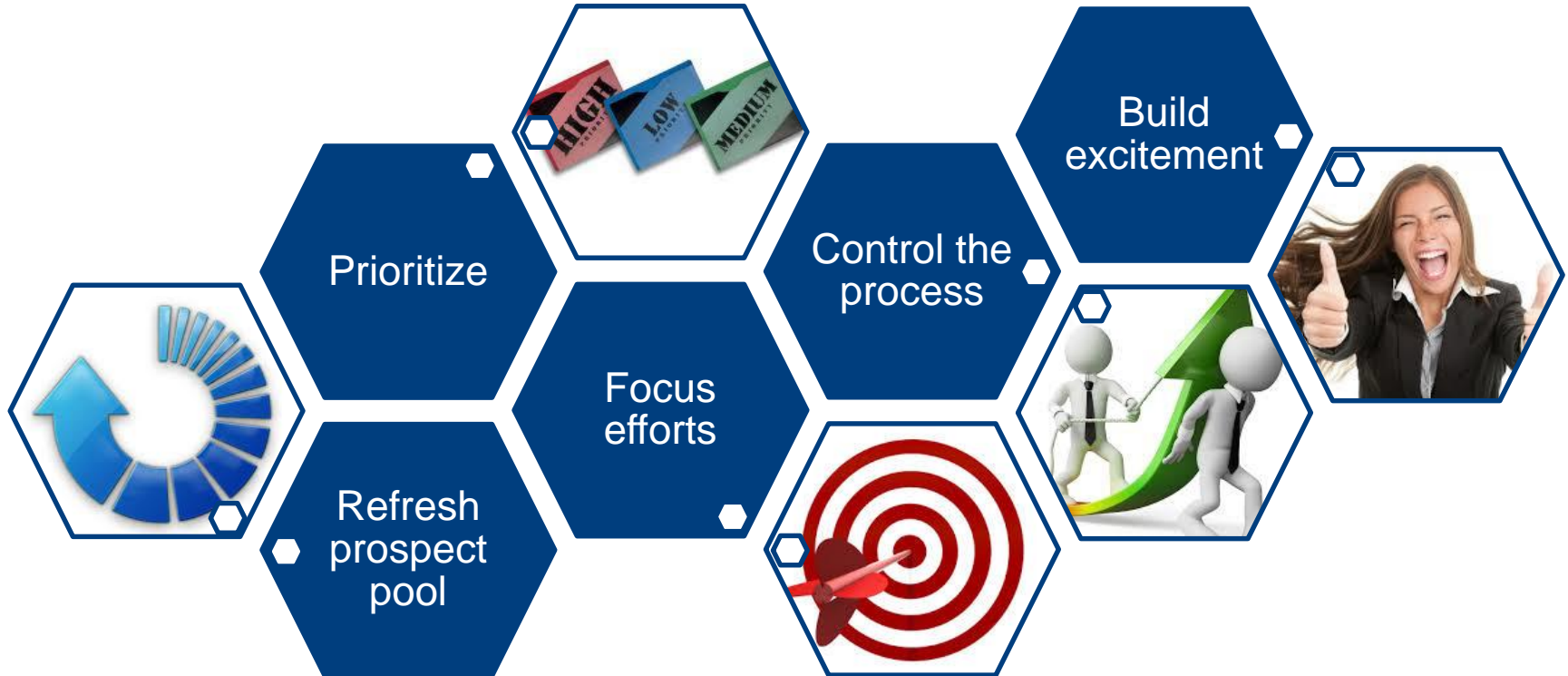
- Private company executives
- Franchise owners
- Local, family-operated businesses
- Up-and-coming executives in line to succeed CEO
- Donors who have increased giving over time

What to Avoid:

- Celebrities
- Forbes Billionaires
- New, young CEOs
- Philanthropists who have deep commitments to several other institutions
- Inheritors of wealth with limited new earning potential

Tracking Prospects

- Prospect tracking and prioritization is critical for campaign success
- Research informs prioritization



Key Info to Include

- Name
- Solicitation status (A, B, C)
- Target ask and project
- Key relationships
- Affiliations
- Strategy
- Next steps

Possible Additions

- Residence and contact information
- Client giving history
- Pledge payment status
- Charitable affiliations and other major gifts

Prioritizing Prospects

Prioritizing prospects helps to drive activity in a consistent, focused manner

High

- Top 25 list
- Leadership/strategic solicitations
- “Players on the field”

Med

- Next 50 list
- “Players on the bench”

Low

- Long-range list
- “Farm team”

RESEARCH IN ACTION

How Research Informs Strategy

Research Informs:

- Cultivation and solicitation team
- Area of interest (e.g., capital, endowment, scholarships)
- Ask amount – ambitious but attainable
- Naming and recognition opportunities
- Sequencing of asks
- Non-financial requests (e.g., Board service)

- Case Study 1 - University
 - Use geography to your advantage



- Case Study 2 - Theater
 - Mining the database



- Case Study 3 - Independent School
 - Employ creativity and detective work



QUESTIONS AND DISCUSSION

About CCS

Founded in
1947

Leading consulting and
management firm for
non-profits

Provides campaign design and
management, development services,
and strategic planning and
consulting to diverse non-profit
institutions

Diverse Client Roster:

- Hospitals and medical centers
- Schools, colleges, and universities
- Religious institutions
- Arts, civic, and cultural organizations
- Environment and conservation organizations
- Voluntary health organizations
- Associations and advocacy groups

Chicago, New York
Dallas, San Francisco, Boston,
Los Angeles, Washington,
Baltimore, St. Louis, London, Dublin

Overall, CCS helps our clients raise approximately
\$6 billion per year

Thank You!



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<http://ccsfundraising.wordpress.com>

Use your Smartphone
to scan this code.

