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Potential Donors -- Comprehensive Wealth Sweep Jump-starts Major Giving -- Develop a Predictive Model to Identify Likely Givers -- Available Database Screening Methods -- Steps to Choosing, Reusing a Vendor -- Get the Best Use of Screening Results -- Determine the Frequency of Screening and Rating -- Peer Screening Overview -- Peer Screening Process and Time Line -- Four Keys to an Effective Peer Screening -- Preparation Leads to Winning Peer Screening Meetings -- Peer Screening 101: Anatomy of a Session -- Tips to Maximize Your Prospect Screening Sessions -- Three Great Times to Use Prospect Screening in Campaigns -- Wealth Matters Less Than You Think -- Rating, Screening Procedures -- Understand Your Prospect -- What Screenings Can Uncover -- ch. 4 Connecting With Potential Donors and Managing Prospect Information -- Track Prospects Through Development Cycle -- Ask the Right Questions in Major Gift Discovery Calls -- If You Want a Mega Gift, Create a Mega Plan -- Don't Let Prospects Fall Through the Cracks -- Learn From Prospects' Philanthropic Histories -- Maximize Prospect Management With Focused Contact Reports -- Utilize Contact Reports to Stay Organized for Prospect Analysis -- Track Cultivation of Major Donor Prospects -- Ways to Find Your Lost Constituents -- Resources for Finding Lost Constituents -- Manage Prospect and Donor Information Effectively -- Elements to Include in Your Prospect Management Meetings -- Refine Techniques for Approaching Heirs of Inherited Wealth -- ch. 5 Researching Individuals' Assets -- Methods for Assessing a Donor's Giving Potential -- Four Rules of Thumb for Estimating Major Prospects Assets -- Go Into Prospect Research With Realistic Expectations -- Research Source of Wealth When Measuring Giving Capacity -- Useful Research Sites -- Net Worth Formulas -- Wealth Research Sites -- Electronic Toolkits Help to Identify Property -- Financial Information Sources -- Public Records Provide Prospect Clues -- Research Stock Ownership -- Look Before Leaping Into Your Next Survey -- Ways to Boost Your Survey Response Rate -- Online Survey Resources -- Complete Board Profiles Annually -- Searching for Professionals -- Using Patient Database in Healthcare Fundraising -- Useful Research Sites -- ch. 6 Researching Companies and Foundations -- How to Find the Best Corporate, Foundation Prospects -- Be Proactive About Prospect Research -- Look at Giving History When Researching Foundations -- Electronic Resources for Public Officer Research -- To Determine Ask Amount, First Learn Value of a Prospect's Private Company Investments -- Using Your Research to Rate Your Prospects -- Resources for Comparing Public to Private Company Value -- Uncovering Information on Private Companies -- Narrow Your Foundation Prospect List Early -- Confer With Grantees -- Grid System Prioritizes Funding Sources -- Know How to Use and Understand 990s -- Advisory Boards Welcome Involvement, Lead to Major Gifts -- ch. 7 Prioritizing Prospects -- Regularly Review Your Top 100 Individual Prospects -- Evaluate Ways to Prioritize Prospects -- Develop a System for Prioritizing Your Top Prospects -- Rating System Overview -- Rank Major Gift Prospects With an RFMA Analysis -- Identify, Prioritize Funders -- Put Firm Numbers on Major Gift Solicitation.

Sommario/riassunto

Originally published by Stevenson, Inc. , this practical resource provides nonprofit organizations with information to help improve prospect research efforts and maximize results. It features proven and new methods and research strategies to uncover major gifts to make fundraising more successful.
