



APRA-Metro DC Newsletter

March 2002

From the President:

Volunteering is my theme for this month. APRA-Metro DC is operated entirely by volunteers. Part of the reason that I serve on the chapter board is because my colleagues are hard-working, interesting people, and I genuinely enjoy working with them. I never cease to be amazed at the excellent ideas the board members and other volunteers have, and the amount of effort they put into implementing them.

One way that you can volunteer is through APRA board service. APRA International recently sent members an e-mail call for board nominations (which were due on March 18) for three-year terms of service. APRA-Metro DC has two-year terms for its board members. If our chapter has any board members whose terms are going to expire in December, we will publish a call for nominations in the September issue of the newsletter.

If you are not able to make a commitment to serve on the board of APRA or APRA-Metro DC, there are a number of other ways that you can help. The chapter needs volunteers to help with:

- Program ideas, booking speakers, program logistics, and hosting programs.
- The newsletter, especially writing articles and seeking articles to be reprinted.
- Membership outreach and production of the Membership Directory.
- Local and regional conferences.
- Website maintenance.

If you would like to volunteer for any of these activities, please consult the list of chapter contacts in this newsletter and give one of us a call!

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APRA-Metro DC Contacts:

President: Deborah Wallower, 703-438-6028
wallower@nwf.org

Communications: Rumana Chaudhuri, 202-429-3806
rumana_chaudhuri@usip.org

Conference Chair: Gloria Benton, 202-728-7627
bentong@aauw.org

Membership Chair: Sarah Parnum Cadbury, 202-454-3351
scadbury@npca.org

Newsletter Editor: Cynthia S. Granger, 202-994-9338
cgranger@gwu.edu

Program Chair: Nicole Courey, 202-942-2519
coureyn@usa.redcross.org

Secretary/Historian: Heather Glock, 703-438-6056
Glock@nwf.org

Treasurer: Rita Monner, 202-842-6579
r-monner@nga.gov

Web Manager: Karen Dechman
karen@post.harvard.edu

Website:
<http://www.aprainthenationscapitol.homestead.com>

Don't forget that the APRA International Conference will be held in Washington, DC on August 14-17, 2002. Some of our chapter members are serving as key volunteers and would be delighted to have your help. If you need more information about volunteer opportunities, or you are ready to volunteer, please contact Anne Rhodes at the Smithsonian Institution (see contact information in the box below). She is serving as the Dean of Volunteers for the conference.

Volunteering is a great way to network, socialize, and develop new skills. I thank the board members and other volunteers for their generous contributions of time, energy and wisdom. The best way you can thank them is to volunteer for an APRA activity!

Deborah Wallower

Speaking of Volunteering...Don't forget the APRA International Conference:

APRA' s 15th Annual International Conference: Research on the Hill
August 14-17, 2002
Hyatt Regency Washington on Capitol Hill
Washington, DC

For information about volunteering, please contact the Dean of Volunteers:
Anne Rhodes
Smithsonian Institution
Phone: 202-275-1236
E-mail: rhodean@omd.si.edu

Book Review by Melissa Waite

Where the Money Is: Advancement Research for Nonprofit Organizations

By Helen Bergan

As the Manager of Membership programs at George Washington's Mount Vernon, I am interested in researching some of our members with the hope of discovering those donors who may have the ability to make a larger gift. Since Mount Vernon has a full-time prospect researcher who works primarily on our capital campaign, I am doing this both out of professional need and out of personal interest in the advancement research field.

My decision to buy Helen Bergan's most recent book, *Where the Money Is: Advancement Research for Nonprofit*

Organizations, started with an e-mail message that I sent to PRSPCT-L (the list_serv for the prospect research community). I asked for guidance and resource references for a beginner in prospect research. I was amazed at the number of people who took time out of their busy day to give me advice and inform me of various resources. Out of all of the resources that were recommended, *Where the Money Is* was named most frequently, and I decided to go ahead and purchase the book. (Not to mention that Helen Bergan, fellow APRA-Metro DC member and PRSPCT-L user, was one of the kind people who responded to me

with a link to her Web site, where I learned even more about the contents of the book.)

There are twenty-one chapters in the book plus an appendix, which includes an imaginary research scenario to help guide the beginner, as well as a lengthy list of resources that would be useful for a researcher at any level. Chapter One takes a thorough look at the profession of advancement research, how it has changed and where it may be headed. The subsequent twenty chapters include information on topics such as organizing a research office, demographics, moves management, search engines and Web sites, indications of wealth, company research, individual research, foundation research, family history, lost alumni, research ethics, and the job market.

I could fill up many pages of this newsletter discussing the highlights of each chapter but knowing that there is other local APRA chapter news you would like to read about, I will just briefly review a few of my favorites: "Procedures and Profiles," "Best Web Sites for Advancement Research," and "Women as Donors."

I think that one of the hardest things to learn as a beginner in advancement research is the concept of how much information I might logically expect to find, and how much time it might realistically take for me to find it. Valuable advice and information on this subject is given in the chapter entitled "Procedures and Profiles." This chapter covers concepts such as the importance of forms (individual, foundation and corporation), updating profiles, daily reading, and confidentiality.

The chapter entitled "Best Web Sites for Advancement Research" is the only chapter in the book in which I earmarked *every page*. This lists some of the most useful sites for prospect and donor research, and most of the sites listed are available free of charge. The sites listed cover a wide range of topics including company research, international

business, demographics, foundations, genealogy, general reference, grants, newspaper and magazine searches, political contributions, salary information, and research composite sites.

If I had read the chapter entitled "Women as Donors" when I started out in the development field years ago, I would have had a better perspective on philanthropic women. This chapter discusses the image of women as donors and the stereotypes with respect to women and their finances. In addition, this chapter also includes many helpful resources on subjects such as women's philanthropy, powerful women in corporate America, and woman-owned public companies.

As a beginner, I found this book to be very helpful, and I can imagine that even seasoned development research professionals could learn at least a few new things they would not otherwise have known. I consider this book to be a bargain at \$45, considering the wealth of information I have learned and the rich listing of resources I plan on referring to for a long time to come. (Puns not intended!)

Ordering Information

Where the Money Is: Advancement Research for Nonprofit Organizations
By Helen Bergan

To order a copy, please send your name, address and telephone number with a check for \$50 (\$45 for the book and \$5 for shipping) to:

BioGuide Press
P.O. Box 42005
Arlington, VA 22204

If you prefer to pay by credit card, please call Helen Bergan at BioGuide Press at 703-820-9045.

Web site: www.bioguidepress.com

APRA-Metro DC Brown Bag

By Heather Glock

APRA-Metro DC held a brown bag session on Thursday, February 28, 2002 at the Ballston Campus of Marymount University. The twelve individuals in attendance discussed the advantages and disadvantages of electronic database screening. The conversation included when to do a database screening, who was involved in the decision-making process, and what to do with the results. The overall consensus was that a well-thought-out plan is essential prior to doing a screening to ensure that the results will be used, and that the results will be used effectively.

The session was coordinated by Nicole Courey of the American Red Cross and was hosted by Christine Lucas of Marymount University. Our thanks to Nicole and Christine for an excellent brown bag.

APRA-Metro DC Employment Opportunities

National Wildlife Federation (NWF) Prospect Research Associate

Leading conservation organization seeks a prospect research associate for its Development Department.

Duties and Responsibilities: Identify, research, and evaluate current major gift donors/prospects through analysis of biographical, professional, financial and philanthropic data; prepare concise and accurate research profiles and reports in a timely manner; participate in moves management and donor and campaign strategy meetings; assist in proactive research, in particular the examination of data resulting from electronic screening overlays; and strengthen the research process through identification and evaluation of research trends, tools and techniques and database maintenance.

Education Requirements: Position requires a Bachelor' s degree; advanced degree in library/information sciences a plus.

Required Experience: This position requires a team player who supports NWF's fundraising staff with strong research, organizational and analytical skills. S/he should have excellent communication and writing abilities; a familiarity with electronic information resources (including the Internet and fundraising and information databases); the ability to work independently with minimal supervision; strong attention to detail; and an ability to handle deadlines, changing priorities, and confidential information. Previous development or nonprofit background and Lexis-Nexis and Raiser' s Edge database experience are preferred.

The National Wildlife Federation offers an excellent benefits package and is proud to promote a smoke-free work environment. Qualified candidates should send a cover letter indicating job #1440 with resume and salary requirements to:

Human Resources Department
National Wildlife Federation
11100 Wildlife Center Drive
Reston, VA 20190-5362
E-mail: jobopp@nwf.org
An Equal Opportunity Employer.

Membership Directory Addendum

Additions:

Jennifer Arnold
Research Coordinator
American University
4400 Massachusetts Avenue, NW
Washington, DC 20016-8143
Work Phone: (202) 885-5923
Work Fax: (202) 895-4998
Email: jarnold@american.edu

Jessica Arnold
Development Research Associate
World Wildlife Fund
1250 24th Street, NW, Suite 500
Washington, DC 20037
Work Phone: (202)778-9622
Work Fax: (202) 861-8387
Email: jessica.arnold@wwfus.org

Kim Campbell
University of Maryland College Park
2103 Pocomoke Building
College Park, MD 20742
Work Phone: (301) 405-8950
Work Fax: (301) 405-4513
Email: kcampbe3@accmail.umd.edu

Debra Erickson
Director, Development Operations
Points of Light Foundation
1400 I Street, NW, Suite 900
Washington, DC 20005
Work Phone: (202) 729-3240
Work Fax: (202) 729-8181
Email: derikson@pointsoflight.org

Sharla Flora
Associate Development Director
Food Allergy & Anaphylaxis Network
10400 Eaton Place, Suite 107
Fairfax, VA 22030-2208
Work Phone: (703) 691-3179
Work Fax: (703) 691-2713
Email: developmentdir@foodallergymail.org

Anissa Holmes
Associate Director of Research
University of Maryland College Park
2103 Pocomoke Building
College Park, MD 20742
Work Phone: (301) 405-8949
Work Fax: (301) 405-4513
Email: aholmes1@accmail.umd.edu

Krista Hughes
Development Researcher
George Mason University
4400 University Drive, MSN 1A3
Fairfax, VA 22030-4444
Work Phone: (703) 993-8842
Work Fax: (703) 993-8851
Email: khughes3@gmu.edu

Powell Justis
Justis Research Services Inc.
9312 Second Avenue
Silver Spring, MD 20910
Work Phone: (301) 495-1508
Work Fax:
Email: powelljrjsi@earthlink.net

Anne Labouchere
Director of Development Research
George Mason University
4400 University Drive, MSN 1A3
Fairfax, VA 22030-4444
Work Phone: (703) 993-8683
Work Fax: (703) 993-8851
Email: alabouch@gmu.edu

Sophia Lugg
Research Associate
University of Maryland College Park
2103 Pocomoke Building
College Park, MD 20742
Work Phone: (301) 405-7787
Work Fax: (301) 405-4513
Email: slugg@accmail.umd.edu

Julie McNall
Prospect Researcher
Arena Stage
1101 Sixth Street, SW
Washington, DC 20024
Work Phone: (202) 554-9066 EXT. 208
Work Fax: (202) 488-4056
Email: jmcnall@arenastage.org

Andrew Mosley
Research Associate
University of Maryland College Park
2103 Pocomoke Building
College Park, MD 20742
Work Phone: (301) 405-7291
Work Fax: (301) 405-4513
Email: rmosley@accmail.umd.edu

Sonja M.Nielsen
Project Director
Lloyd Cotsen Textile Documentation Project
The Textile Museum
2320 S Street, NW
Washington, DC 20008
Work Phone: (202) 667-0441 EXT.49
Work Fax: (202) 483-0994
Email: snielsen@textilemuseum.org

Ann Marie Parsons
Development Research Associate
World Wildlife Fund
1250 24th Street, NW, Suite 500
Washington, DC 20037
Work Phone: (202) 778-9782
Work Fax: (202) 861-8387
Email: anmarie.parsons@wwfus.org

Andrea Potter
Research Associate
University of Maryland
2103-B Pocomoke Building
College Park, MD 20742
Work Phone: (301) 405-7442
Work Fax: (301) 405-4513
Email: asayle@accmail.umd.edu

Brennan Sullivan
Development Research Associate
World Wildlife Fund
1250 24th Street, NW, Suite 500
Washington, DC 20037
Work Phone: (202) 778-9679
Work Fax: (202) 293-9211
Email: brennan.sullivan@wwfus.org

William Tedescu
Chief Executive Officer
WealthEngine.Com
4915 St. Elmo Avenue, Suite 300
Bethesda, MD 20814
Work Phone: (301) 215-5980
Work Fax: (301)215-5987
Email: Wtedesco@wealthengine.com

Abbie J.von Schlegell
Fund Development, Governance & Planning
The Briscoe Group
202 Chesapeake Avenue
Annapolis, MD 21403
Work Phone: (410) 280-5303
Work Fax: (410) 280-8555
Email: Avonschleg@aol.com

Address Changes:

Deborah Hyland
Development Researcher
Smithsonian Institution, National Museum of Natural History
Office of Development and Public Affairs
10th Street and Constitution Avenue, NW
Washington, DC 20560
Work Phone: (202) 786-2387 EXT. 153
Work Fax: (202) 786-2546
Email: hyland.deborah@nsmnh.si.edu

Thank you for supporting APRA-Metro DC.

If you still have not renewed your membership, or would like to join,
please complete the membership form enclosed with this newsletter.



APRA-METRO DC MEMBERSHIP APPLICATION

Note: Please print clearly; this information will be included in the membership directory unless otherwise requested.

Please circle one of the following about your membership:

I am a New Member

I am renewing my Membership

Name _____

Work Phone _____

Title _____

Work Fax _____

Organization _____

E-Mail _____

Address _____

Please return this form, along with your check for \$20.00 payable to APRA-Metro DC to:

City _____

APRA-Metro DC
P.O. Box 77205
Washington, DC 20013-8205

State ____ Zip _____

Chapter membership provides you with the following benefits:

- Informative and engaging research-related programs and tours (such as the Library of Congress), opportunities for professional development and networking, and access to the best minds in the Washington, DC area;
- Regular “Brown Bag” lunches to meet other professionals for information exchange;
- Scholarship opportunities to attend the APRA national conference;
- The quarterly APRA-Metro DC newsletter, containing information about upcoming programs, recent events, research articles, Internet search tips, new member listings, and job openings in development research and related fields; and
- A copy of the most recent APRA-Metro DC Membership Directory, currently available in print format.

APRA-Metro DC

P.O. Box 77205

Washington, DC 20013-8205