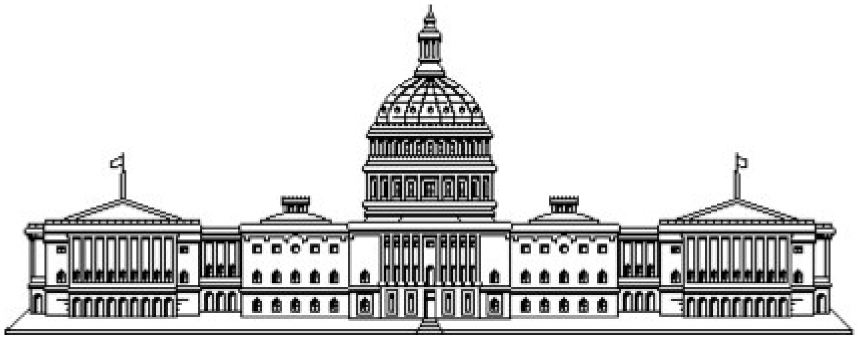


APRA-Metro DC Newsletter
May 2001

From the President:

What can we say but welcome summer? It has been a busy beginning to the year for most of us and that includes APRA-Metro DC. We have had a program this year on careers in prospect research (see Deb Wallower's report), and we held our first brown bag, a really interesting discussion led by Sarah MacGregor on constituency development.
We seem to have 'moved in' to the Sumner School. It is so handy to the red and the blue/orange lines that most members can reach it easily, and the meeting rooms there are just plain pleasant to be in.
Disappointingly, Ron Anderson was unable to deliver our Wall Street insider session as scheduled in April because he was recovering from surgery, but he is recovered and plans to hold that session – well, see below.

What's coming up:
Ron Anderson in mid June, and then we take the summer off! And in the fall, a mini-conference? We would like to do a half-day conference, just right for one or two topics. So what topics are burning in your mind? One spark to your thoughts might be that **David Lawson** will do a session. We are thinking private company research. But what do you think? Contact us–see the board list at right.

The **APRA International conference** in August -- see page 6 for information on our chapter scholarship. Apply!

See you at the next meeting.

Inside:

Who's who on the Metro -DC Board
President, Tess Samuel 202-334-1617
Secretary, Deb Wallower 703-438-6028
Treasurer, Joan Doyle 410-837-5533, ext. 333
Programs, Rumana Chaudhuri 202-429-3806
Web Manager, Karen Dechman 202-488-2650
Website is at:
http://www.aprainthenationscapitol.homestead.com

We are always looking for new board members. If you can help, even if only in a small way, please CALL!!!!

Ten Web Sites You Can't Live Without

Susan Cronin Ruderman

Susan Cronin Ruderman is the head of the prospect research firm Veritas Information Services in Arlington, Mass. Her own web site is a mine of information in its own right. Visit it at: http://www.veritasinfo.com

When I first began doing prospect research in the 1980s, we had our essential resources. Among them were *Standard & Poor*'s, *Who's Who*, the *Foundation Directory*, the Boston and New York *Directory of Directors*, and a collection of proxy excerpts called *Quantus*. These were "must-have" publications for any development research collection.

Most of these print resources have since been replaced by either a cheaper competitor or an electronic format. And in some cases, the replacement is a web site. Even better, new information is now available via the web that previously could be obtained only with considerable effort.

This proliferation of information sources is good news for those of us who use the data to enhance the resource development of not-for-profit organizations. But the web is huge—at least 350 million indexable pages at last count. Just keeping up can become a full-time job. Many web sites are esoteric—useful for perhaps only a few prospects or a specific profession. So it makes sense to focus on those web sites that are likely to deliver the best results overall—the ones that are not just "nice to know" but qualify as "need to know." This collection of URLs can become the web segment of essential resources for a prospect research library—and it will take up no shelf space at all!

First, search engines. You cannot expect to use the web effectively for prospect research unless you know at least three search engines well. It is almost always worthwhile to run a prospect name through search engines, but only if you understand the limits of these engines and know how to use the advanced features properly. I recommend starting with **Google**, **Northernlight**, and **Alta Vista**. You should also know how to use a search directory, such as **About.com**, or **Yahoo!** or **AskJeeves**. Directories often yield better results when your request is a more general subject rather than a specific name.

Once you have mastered search engines, you can turn your attention to financial information. The Securities and Exchanges Commission (SEC) has made much of its data since 1994 available free via the web through the **EDGAR** database. If you have a specific company in mind, you can search the original EDGAR. If you are instead trying to locate all possible mentions of a prospect's name in connection with public company stockholdings, you can use **TenKWizard**, which provides free text searching of many of the EDGAR documents.

Web sites mentioned in this article

Group 1 Search Engines
Google: http://www.google.com
Northern Light: http://www.northernlight.com
AltaVista: http://www.altavista.com
About.com: http://www.about.com
AskJeeves: http://www.ask.com
Yahoo!: http://www.yahoo.com

Group 2: Financial Information
EDGAR: http://www.sec.gov/edaux/searches.htm
TenKWizard: http://www.tenkwizard.com
EDGAR Online: http://www.edgar-online.com

Another commercial version can be found at **EDGAR Online.**

EDGAR will help you find the compensation information contained in the proxy statements, but if you want a quick look at the salaries and bonuses of more than 32, 000 executives at 9,000 public companies, try the **eComp Executive Compensation Database**. To obtain a ballpark figure for those prospects not employed at public companies, visit the list of salary surveys at **JobStar.**

Besides looking for information about individual stockholdings and compensation, prospect researchers often want basic information about companies. For that, **Hoover's** is very useful for its free capsules of public (and large private) companies. These blurbs contain essential information such as sales, number of employees, industry, competitors, names of top officers, and links to news articles about the company. For an additional fee, you can subscribe to the fuller profiles, which add a little bit of history about the company and include a longer list of officers. If you don't find the company you are looking for in Hoover's, try **CompaniesOnline**.

One of the links off Hoover's is **IPO Central**. We all know that initial public offerings can prove a significant windfall for our prospects. You can obtain information about planned (and postponed) initial public offerings. The registration statements required for a public offering reveal how many shares (if any) the top officers sold at the IPO and other useful financial information.

Web sites mentioned in this article

Group 3: Business Salaries and Bonuses
eComp Executive: http://www.ecomponline.com
JobStar:
http://www.jobstar.org/tools/salary/sal-surv.htm

Group 4: Company Information
Hoover's: http://www.hoovers.com
CompaniesOnline:
http://www.companiesonline.com
IPO Central: http://www.ipocentral.com
Quote.com: http://www.quote.com/quotecom/
BigCharts: http://www.bigcharts.com

Group 5: Foundation Information
Guidestar: http://www.guidestar.org
GrantSmart: http://www.grantsmart.org
Foundation Center: http://www.fdncenter.org
Foundation Center Philanthropy News Digest:
http://fdncenter.org/pnd/current/index.html

When you want to put a dollar value on those shares, visit **Quote.com** or **BigCharts**, where you can look up stock symbols and obtain current and historical pricing information on shares.

Another essential web site is **Guidestar**. Here you can find 990s for both private foundations and some public charities, as well as some trustee lists (look under 'Leaders.") Another source for private foundation 990s is **GrantSmart**, which offers private foundations only, but does include some that Guidestar omits.

The **Foundation Center** web site offers only basic contact and asset information about foundations for free. The web-based Foundation Directory (which is not free) offers only the largest 10,000 foundations. For more extensive information, such as areas funded or searches of names of officers and directors, researchers must review the 990PF or subscribe to the Foundation Center's CD -ROM product, FC Search. But there are other valuable features on the Foundation Center's web site. Among them are a specialized philanthropic search engine called SearchZone, and current and past searchable issues of **Philanthropy News Digest**, which contains useful information about trends in the funding world and specific grants and RFPs.

You can't research individuals unless you can first find them. In the pre-Web era, development offices collected telephone books from as many different cities as possible. Now we can use the web to find people who choose not to opt out of being listed (you still won't find unpublished numbers.) Plus, many web telephone directories allow reverse lookup to match a telephone number with a name or perhaps identify other constituents living on the same street. The coverage varies somewhat, so if your prospect is not listed in one directory, try another. Among the web telephone directories available are **Anywho**, **Switchboard**, and **Infospace**.

Doctors and lawyers can be easily located using the web versions of directories that were formerly available only in print. For attorneys, try both **Martindale Hubbell** and **West Law** (the coverage varies.) For physicians, if your state is one that provides online profiles, you can access these via **Docboard**. Otherwise, you will need to access the **American Medical Association** website.

There is still no substitute for a subscription to either Dialog, Nexis, or at least Dow Jones to do proper searching of newspapers. But many newspapers now have archives on their web sites. Be aware that some do not go back very far and others are not completely indexed. Many require a fee (usually around $2 each) to retrieve full-text of articles. The first step is to locate which newspapers serve your prospect's region. Visit **NewsLink** and click on the links at the bottom of the page to view a state-by-state listing of newspapers.

Before the web, we used to collect paper copies of lists such as the Forbes 400 or Fortune 500 companies or 'Richest People in XYZ" and file them away in cabinets (sometimes to disappear forever!) Now many of those lists can be easily accessed using the compilation of links at librarian **Gary Price's List of Lists**.

Real estate assessments are often of limited use in prospect research, but for those cases where they do add information to our picture of a prospect, you can find links to online assessors' sites at **Northwestern's Tax Assessor Database**. Another source for public records links is **Pacific Information Resources Guide to State Databases**.

There are many more web sites than just these, of course, but these ten (more or less) essentials make up the rudimentary web prospect research library.

Web sites mentioned in this article

Group 6: People (and business) Finders
Anywho: http://www.anywho.com
Switchboard: http://www.switchboard.com
Infospace: http://www.infospace.com

Group 7: Doctor and Lawyers
West Law: http://www.lawoffice.com/direct/direct.asp
Martindale Hubbell:
http://lawyers.martindale.com/marhub
DocBoard: http://www.docboard.org
American Medical Association:
http://www.ama-assn.org

Group 8: News
NewsLink: http://www.newslink.org/

Group 9: Rich Lists (and other aids)
Gary Price's List of Lists:
http://gwis2.circ.gwu.edu/~gprice/listof.htm

Group 10: Property Information
10Northwestern University's Links to Tax Assessors:
http://pubweb.acns.nwu.edu/~cap440/assess.html
Pacific Information Resources Guide to State Databases:
http://www.pac-info.com

February 2001 Program

Getting a job, leaving a job, making the most of your job

Notes by Deborah Wallower

The chapter program in February focused on career development for researchers. The featured speakers were Patricia (Patty) Donovan, Special Assistant to the Chief Development Officer, National Gallery of Art (NGA); and Tess Samuel, Development Officer, National Academies.

Patty got her first job at NGA through an ad in the *Washington Post*. She started as a research assistant for a campaign. The available research tools were a database and Lexis-Nexis, and Patty decided to ask someone to teach her how to use the database. When she began the job, her department had six staff members, and within a year, everyone had left except Patty and her boss. Patty viewed the loss of staff as an opportunity for growth, and decided to take the initiative! She had been a good writer in college, so she began to write letters of inquiry to foundations. Then she learned to analyze information. She reminded the audience that "If you don't ask, you don't get" applies to jobs, too. Patty currently works on long-range planning, capital campaigns, and personnel. She told the group three key skills necessary for career growth are good writing, database management, and data analysis.

Patty then presented some of her ideas about career development:

- Interviewing and networking are crucial.
- Be professional from the first moment.
- The moment a person prepares a resume, s/he is interviewing. Candidates should make sure there are no typos in their resumes.
- Call the potential employer for publications.
- Be prepared to ask questions at the interview.
- Follow-up is important, especially thank you letters. Hand-written or typed notes are better than e-mail.

Tess Samuel launched her portion of the program by saying that it's boss who can provide the freedom for an employee to move up and out. When you go on job interviews, remember you are interviewing your potential boss, as well as being interviewed for the job. Candidates need to know who they are and what they want in order to have a successful interview. Employers are interested in what candidates are going to do for them, not what they can do for the candidates!

Tess offered some career advice:

- If you're dying inside, either figure out a way to change the institution or move on to a new job.
- If you have people skills, let people know!
- Be broad in your interests, read widely, and be resourceful in finding things to do and ways to do them.
- If you build a database, or develop other resources, teach your colleagues how to use it.
- Be irrepressible!

Some highlights from the Question & Answer session:

Q. What should you do if you have an interview scheduled, and you wake up feeling sick?
A. Call and ask to postpone the interview.

Q. How do I go about targeting the institutions for which I'm interested in working?
A. Informational interviews can be useful. You should request them by letter, and you should follow up with a phone call.

Q. How do I seek a pay raise?
A. You don't get a raise for doing your job. Document the things you have accomplished outside of your job description.

Q. How do you ask about the culture and health of a department?
A. Request figures on staff turnover rate. Ask if the staff met their campaign goals/revenue projections last year. Inquire about the length of time the VP or director has worked there. Request a tour of the department and physical plant.

APRA-Metro DC's 2001 membership drive

Progress: As of April 20, 2001, we had received 50 membership renewals and applications and applications are still coming in. Almost half of those who joined APRA-Metro DC for the first time or renewed their memberships did so for two years at a price of just $35 (a savings of $5).

Expect your new directory soon.

Renewals and new memberships—

Danita Appleman	Gloria Benton	Helen Bergan	Chris Blackman
Caroline Bouhdili	Nancy Bride	Diane Britton	Christopher Butler
Andrea Caserta	Rumana Chaudhuri	Ann R. Coleman	Nicole Courey
Sallie Crosby	Kimberly Davis	Janine DeLorenzo	Patricia Donovan
Joan E. Doyle	Ryan Edmonds	Loren Epstein	Teri Fahsl
Heather Glock	Cynthia Granger	Marilyn Greenfeld	Claire Grimm
Penelope Fay Heavner	Napoleon Hendrix	Kimberly Henney	DeAndra Hicks
Deborah Hyland	Roslyn Lang	Carter Learnald	Diane Leatherman
Jennifer Letowt	Christine Lucas	Helen Lucas	Emilie Marchese
Waveney F. Mason	Michele McRobert	Dana Milyak	Rita Monner
Jessica O'Grady	Carol Ossi	Steve Pinkus	Andrea Rosen
Rosalind H. Russ	Marty P. Smith	Ethan Starr	Amy Tesoro
Jon Thorsen	Deborah Wager	Melissa Waite	Deborah C. Wallower
Elizabeth A. Watts	Cheryl Wilmer	Mary Wyman	

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.

Twin Beacons

By Tess Samuel

We pore over proxies, niggle about net worth, root out real estate, scour the screening, and worry, worry, worry about wealth…
Do you ever feel like singing the old Peggy Lee song:

"Is That All There Is (to prospect research)?"

Of course that isn't all there is. If it were, we could no longer make fun of those Development Officers who say "What about Oprah Winfrey? She's rich." (Or Bill Gates, or Ted Turner, or the Queen of England...)
They'd be right!

But they remain forever and immutably wrong. Wealth–the ability to give or *prosperity*– is not and never has been the sole part of the picture.

Propensity to give is an essential part of the equation. That is why half your job is finding the connection to your institution; finding the kinds of areas the prospect is eager to support and matching those interests as closely as you can with what your institution provides and needs.

That said, *of course* we are going to look for people of wealth! I'm a prospect for certain charities, but I give in the $500 range. My propensity is great, but my prosperity is a bit thin. A person who matches my enthusiasm for Charity X but can muster massive financial resources is, frankly, a better prospect than I am.

Where do you expect a development director to direct his or her resources? Looking up the nice old stick who could fund the first brick in the donor wall? Or Mr. Rich who can put up the entire building? Rationally, you will direct your research resources to the major gift prospect every time.

One recent study looking at last decade's surge of giving mentioned a couple of interesting and relevant facts. The poorest 20 percent of Americans–working stiffs like you and me–gave a larger share of their income and wealth to charity than did the rich. Aren't we great? Generosity like that just boggles the mind. Even so, it amounted to just a little over 3 percent of donations during the 1990s. The wealthiest 20 percent of families made two-thirds of donations.[1]

Put yourself in the position of the development director with a campaign to run. Ardently as you admire that army of kindly folk for whom $2,000 is a major donation, it's your job to raise money and you must focus on the small coterie for whom $2 million is spare

[1] Information from Leslie Lenkowsky's Chronicle of Philanthropy column "When the Rich Get Richer, Charities Benefit" 12/14/00. Lenkowsky is discussing a report issued by President Clinton's Council of Economic Advisers, "Philanthropy in the American Economy"

change. If you didn't, you would scatter your development effort on multiple approaches for tiny returns. Where is the sense in that?

As you plan your campaign, you draw up your donor 'triangle,' the standard planning device for deciding how many gifts you need to reach the goal and where they are coming from. It has a very broad base and a very narrow tip. Theoretically, it looks like Mt. Fuji, although most of the ones I have seen are nothing like as symmetrical. Or pretty. At the very tip is your lead gift–just one–the biggest mega-gift you think your institution can raise: $20 million? $120 million? The next few levels at the peak show slightly increasing numbers of smaller but still massive gifts; then the mountain widens out–below the snow belt as it were–to still larger numbers of more modest major gifts, and finally spreads to the broad base of very modest gifts such as you would hope to pick up through the annual fund.

Your calculations show that from the narrow top–the snow belt of Mt. Fuji–will come twenty percent of the gifts you hope to obtain, and they will constitute eighty percent of all the monies raised. That is a pretty standard ratio. It's the difference too between Mr. Rich and me. He is up there on the gleaming peak of the mountain, and I am down with the rest of the annual funders around its muddy base.

You and your fund raisers will go for the tip of the mountain, because until you have those lead gifts in the door you have no campaign.

All you have thought of so far is dollars. Now you need to put names on your mountain. You turn to prospect research, naturally, for people capable of giving the gifts at the top of Mt. Fuji. Hopefully, you have had a recent screening done that has ranked the names in your database so that you already have a group of suspects potentially qualified for the mountaintop.

This is definitely chasing the money. But even while you, the director, are pondering the dollar amounts on the triangle, prospect research is quietly qualifying every one of those top suspects–verifying the wealth and checking them out for their propensity to give.

Researchers ask such questions as these: first, how *philanthropic* is the prospect? Does he or she have a foundation? What does it fund? What local charities have the prospect on their donor lists? And second, what is the *connection* with our institution and how good is it? Have there been good experiences? How about bad ones? Who were the people the prospect interacted with most productively?

Such information is crucial to your solicitation strategy. Imagine that prospect research has come up with someone who has already given to the institution, is on record as expressing enthusiasm for a particular program, has funded similar projects elsewhere, has created a foundation, and is a good friend of the president. And who is a billionaire. Celebrate. You are looking at a leadership gift with a much shorter lead time than one from a prospect who is very rich but marginally connected and marginally interested (and therefore only marginally better than Oprah, Bill, Ted, and the Queen of England). The only mystery here is how come you didn't know about this super prospect already?

Just remember, until that connection and those interests are established–propensity–the wealthiest person is a mere suspect. Heck, if I had a dollar for every time my boss has demanded "Is he philanthropic?" or "What's the connection?", I'd be a major gift prospect too!

Prosperity and propensity–the twin beacons of prospect research.

No professional would ever start work without them.

Two Great Ways to get to Chicago!!!

1. *Courtesy of APRA-Metro DC*
To apply for a scholarship to the APRA International Conference in August 2001, please complete the application form and mail to the address indicated on the form. The chapter will pay the member registration fee for the full conference for the scholarship winner.

Applications must be postmarked by June 8, 2001.

2. *Or courtegy of APRA-International*
General APRA Scholarships and the Margaret Fuhry Scholarship are both still available and they have extended the deadline. **Get your application in by FRIDAY, MAY 25.** Winners will be notified in late June. You can find application forms at the APRA home page:

http://www.aprahome.org/forms.htm

Association of Professional Researchers for Advancement – APRA Metro-DC Chapter
2001 APRA International Conference Scholarship Application

APRA Metro-DC will offer **one** scholarship covering the cost of one registration (at the early bird national member rate of $525) to the 2001 APRA International Conference to be held August 15-18, 2001 in Chicago, IL.

Criteria:

- Special consideration will be given to researchers from organizations with limited resources.
- Applicants must work full- or part-time in prospect research for a non-profit organization.
- Applicants must be current members of APRA International and APRA Metro-DC to be considered.

NAME ____

TITLE ____

ORGANIZATION ____

ADDRESS ____

____

PHONE ___________________ FAX
E MAIL ____

Background Information:

Years in Prospect Research _____ Have you ever attended the APRA International Conference? ____

List any previous prospect research training

____

List any volunteer activities with APRA Metro-DC

____

What is your organization's annual bud get?

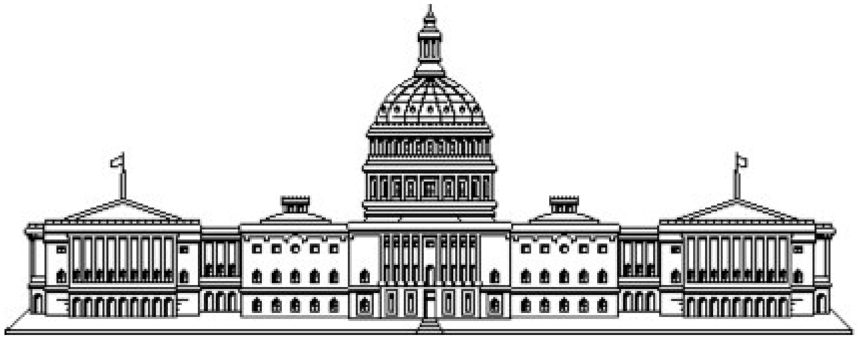
____

What is your organization's prospect research budget?

____

On a separate sheet, please formulate a narrative stating the reasons why you would like to attend the APRA International Conference. Summarize the value that attendance at the conference would have for both you and your organization. Indicate why your organization is unable to finance training.
Return this application, narrative and your resume to:
APRA-Metro DC Chapter
Attn: Conference Scholarship
American Cities Building
P.O. Box 1181
Columbia, MD 21044

Applications must be postmarked by June 8, 2001. Scholarship recipient will be notified by June 29.



APRA METRO-DC MEMBERSHIP APPLICATION

Name____________________________

Organization______________________

Title______________________________

Address___________________________

____

City______________________________

State____ Zip_____________________

Work Phone_____________________________

Work Fax________________________________

E-Mail __________________________________

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

APRA Metro-DC
American Cities Building
P.O. Box 1181
Columbia, MD 21044

Chapter membership provides you with the following benefits:

- Informative and engaging research-related programs and tours (such as the Library of Congress), opportunity for professional development and networking, access to the best minds in Metro-DC;
- Brown Bag lunches for information exchange;
- Scholarship opportunities to attend the APRA national conference;
- The APRA Metro-DC newsletter, containing useful information about upcoming programs, recent events, search tips, new member listings, and job openings in development research and related fields;
- Access to the member-exclusive sections of the web site;
- A copy of the most recent APRA Metro-DC Membership Directory, currently available in print format, soon to be accessible as well in an online version exclusively for members;
- Opportunity to be 'in the loop." You will be included on the APRA Metro -DC e-mail notification list. Be the first to find out about upcoming programs and other events.