



The Prospect
Finder

PANNING FOR GOLD:
FIND YOUR BEST DONOR PROSPECTS NOW!™

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INTRODUCTION

Every nonprofit organization in America is faced with the task of fundraising. Each organization finds itself with varying degrees of knowledge and sophistication to raise the much needed funds to carry out its mission. According to [Giving USA Foundation](#), total charitable giving was \$303.75 billion in 2009. Moreover, individual donors accounted for \$227.41 billion or 75% of this total. This is an impressive number! The resources are available.....knowing how to find these resources is the basis for this manual.

Those nonprofits that can efficiently identify and research donors with the most capacity to give and interest in their cause will thrive.

This training manual will help you understand the role of prospect research in the development cycle and will give you the nuts & bolts for conducting the research. It is intended to jumpstart the research component in your fundraising process and provides you with the golden nuggets needed to make your organization grow. The websites embedded in this document will launch you directly to the resources used by professional prospect researchers nationwide.

The Prospect Finder LLC is cognizant of the tight budgets in the nonprofit arena. Therefore, we have focused on providing many *FREE* resources which you will find essential in your prospect research efforts. The firm is also a huge proponent of public libraries and encourages you to locate the resources available to you and the format in which they can be found. For example, many electronic databases available in libraries are available from your office or home simply by using the bar code on your library card. We encourage you to find the nearest libraries, perhaps at the county level, and visit their websites for more information. To locate a library in your state or local community, please visit <http://www.publiclibraries.com>. Here you will find a nationwide list, alphabetically by state.

If you live or work in New York, you can apply for a New York Public Library (NYPL) card. With a NYPL card you can gain access to over 600 online sources.

Approximately 90 sources are available off-site (from your computer) while the majority of sources you must visit one of the library's branches to gain access. To see what online sources the NYPL offers visit the website <http://www.nypl.org> and click on "Find Books, DVDs and More" at the top of the homepage. Follow the search instructions from there. Non-residents and those not working in NY are no longer able to purchase a card.

New Jersey residents, state college employees, and anyone employed in New Jersey can apply for borrowing privileges, in person, at the New Jersey State Library located in Trenton, NJ. Non-residents may purchase a New Jersey State Library card for an annual fee of \$100. This too must be done in person. For additional information on the numerous databases available for search from the library and for details on how to obtain a card visit <http://www.njstatelib.org>

Many states also provide you with the capability to connect with a Reference Librarian through online chat 24/7 with your questions. Check with your state for availability. In New Jersey, you can connect via <http://www.gandanj.org>.

If you are fundraising for an educational institution, you should be able to gain access to its library's website and thus whatever online databases it makes available to its students and faculty. You probably need to contact the library's reference desk to find out how to obtain a user login and password. In some cases, if your computer is part of the educational institution's network you should be able to gain immediate access by simply going to the library's web site.

We also understand that a little money, prudently spent, can produce huge dividends. Links to fee-based resources are also provided. The service-providers should be contacted directly for pricing information. Costs for these services are not listed as they can change annually. Fee-based resources are identified by this symbol \$\$.

And finally, a brief word about the medium for this manual. The choice for this electronic format is simple: It is environmentally conscious and you will also be able to launch directly to the websites used by professional researchers nationwide. As the

internet evolves, future editions of this manual will keep pace with the latest tools available to the nonprofit community.

Happy Prospecting!

