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PRESS RELEASE

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NYU Philanthropy Grad Students Learn Maria Semple's Tech-Savvy Tips For Prospect Research

Online Research and Effective Technology Strategies Transform Fundraising Field

BRIDGEWATER, NJ (October 21, 2008) - Maria Semple of The Prospect Finder, LLC, a central New Jersey consulting firm that helps fundraisers and financial services professionals find their best prospects for developing meaningful and successful relationships with high-net-worth individuals, recently guest lectured at New York University's Heyman Center for Philanthropy and Fundraising.

A sought after speaker and prospect research leader, Semple shared her proven strategies and techniques for identifying potential donors. "Creative and tech-savvy prospect researchers now have an unprecedented number of resources available to them," Semple explained to the class of graduate students. "The keys to successful prospect research include keeping abreast of these growing resources—many of which are available on-line, developing a methodical approach to prospecting, and incorporating prospecting into an overall fundraising plan that includes both short and long term goals."

Maria Semple presents prospect research workshops throughout the NY/NJ region. Describing her impressions of lecturing at NYU, Semple added, "It is a pleasure to share my successes and tips with the NYU students as it is so rewarding to be part of shaping the next generation of philanthropy leaders."

Semple is the author of two downloadable interactive training manuals packed with over 75 prospecting resources. In addition, she provides on-site customized training for non-profit organizations and financial services professionals and conducts on-line webinars. For additional information, visit www.theprospectfinder.com.

About The Prospect Finder and Maria Semple: *Maria Semple, Principal of **The Prospect Finder, LLC**, an experienced researcher, trainer, and frequent speaker on prospect research, consults with non-profit organizations and financial services firms interested in finding their best prospects for long-term relationships. **The Prospect Finder** is a full-service consultancy that addresses each client's need for service and training in the area of prospect research. For additional information, visit www.theprospectfinder.com.*

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