



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.qandanj.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!



WHY RESEARCH DONORS?

By conducting prospect research on a prospective donor before calling upon him or her, you will realize more meaningful gifts for both your organization and the donor. In the fundraising arena, there has been much discussion about “donor driven” fundraising. If we take the time to research and cultivate a donor to understand what his or her motivating passions are, we are better able to find donors who are willing to build meaningful relationships with nonprofits instead of simply making a token gift to the nonprofit on an annual basis. Nonprofits who understand the importance of building these relationships will be better positioned when launching capital and endowment campaigns which require major gift commitments from their current donor base and commitments from new prospects in their communities.

All prospect research can be classified as either *reactive* or *proactive*. An example of *reactive research* is a need for more information on a particular funding prospect that has been brought to your attention, i.e., you have the name of a prospect (individual, foundation, or corporate) and you need to find out more about their capabilities and philanthropic interests. *Proactive research*, on the other hand, allows you to think about upcoming programming for your nonprofit and finding the right donors in your community that would allow you to match your mission to their desired funding objectives.

This manual will focus on many of the resources used to research individuals, corporations and foundations. All of the information gathered is **publicly available**. This is an important point. The internet has simply enabled researchers to quickly and easily gather information that once took hours or days to access. For example, in order to gather assessed values on homes, researchers were once required to phone or visit in person the assessor’s office in the town where the property is located. Many municipalities are now making this information accessible on their websites or through real estate data services.

Many prospect researchers today are members of the Association of

Professional Researchers for Advancement (APRA). The association was founded in 1987 and today there are more than 2,000 members worldwide. Prospect researchers who are members of APRA adhere to strict ethical guidelines in conducting their research. These guidelines may be found on APRA's website <http://www.aprahome.org>. The fundamental principles deal with issues of Honesty, Relevance, Confidentiality, Accuracy, Fairness and Accountability.

Safeguarding prospect profiles is of paramount importance. All file cabinets and computers storing prospect information should have adequate locking and password protection to ensure confidentiality of the information. In addition, limit access to staff and volunteers who are directly involved in the development process.

As mentioned earlier, prospect researchers only have access to resources that divulge a person's public assets. Credit reports are never accessed and, therefore, liabilities against those assets are unknown. As a result, **true net-worth** is not known on the individuals we research. A determination of assets is only one part of the equation.....the other part of the equation is the relationship you already have in place or are willing to cultivate in order to bring in major gift dollars to your organization. As researchers we rely on *assets* and *propensity* for your cause in determining appropriate ask amounts in major gift campaigns. This point cannot be stressed enough. The mere existence of a multi-million dollar house, high salary, and insider stock ownership does not necessarily mean a prospect will want to donate to your organization. **Remember.....it is very likely that you are not the only organization knocking on their door.**

SETTING UP SHOP

Establishing prospect research capabilities at your nonprofit organization where none existed will incur certain fixed and variable expenses. A few questions to consider as you move forward:

- *Will you hire a prospect researcher already equipped with the skills necessary to begin working immediately? Will this person join your staff as part-time or full-time employment?
- *Will you ask current employees to take on this research function? What is their skill level? Will additional or ongoing training be needed to keep abreast of new technologies?
- *Will you hire a prospect research consultant who specializes in helping a broad array of nonprofits? What resources does this consultant have access to? What will be the cost arrangements? Hourly rates (can fluctuate) vs. Flat-fee consulting rates (project basis)? Retainer agreement?
- *What resources are available at nearby libraries to keep your in-house costs down? Do you have a bar-coded library card which can provide you access to valuable online resources?
- *What resources will you need to purchase, such as online databases, CD-ROM's and hardcover resources?
- *Do you have the necessary computer equipment, software and high-speed internet connection to make the research function efficient?
- *What steps will you take to safeguard data on donors? Do you have locking file cabinets and shredders? Do you need to upgrade your donor management software? How secure is the software and who has access? Is the information backed up daily (on-site or off-site)?
- *How do you determine and track donors who have access to matching funds from their employers?

*Have you ever done an electronic screening of your donor database to determine who may have the most potential in major gifts.

A QUICK WORD ON PLANNED GIVING

Planned giving, sometimes referred to as gift planning, is a method of supporting non-profits that typically enables individual donors to make larger gifts than they could make from their regular discretionary income. Some planned gifts provide a life-long income to the donor, others use estate and tax planning techniques to provide for charities and heirs in ways that maximize the gift and/or minimize its impact on the donor's estate. A planned gift is any major gift, made in lifetime or at death, as part of a donor's overall financial and/or estate planning. In many cases, it can be a win-win solution for both the donor and the non-profit organization.

These types of gifts differ from gifts to the annual fund or for membership dues which are made from a donor's discretionary income, and while they may be budgeted for, they are not planned. Planned gifts fall into three categories:

1. Outright gifts that use appreciated assets as a substitute for cash
2. Gifts that return income or other financial benefits to the donor in return for the contribution
3. Gifts payable upon the donor's death

The most popular planned gifts include:

- ⇒ Bequests (Wills)
- ⇒ Charitable Gift Annuities
- ⇒ Charitable Remainder Unitrust
- ⇒ Charitable Remainder Annuity Trust
- ⇒ Charitable Lead Trust
- ⇒ Life Insurance
- ⇒ Retirement Plans

Prospect researchers should be cognizant of these types of giving options and whether the individual they are researching may be a candidate for a planned gift. Factors such as age, data that indicates the person is childless and thus heirless and research that indicates he or she has named either your organization or another organization in his/her will should be taken into consideration. For additional information regarding planned giving please visit the website of Tony Martignetti, Esq. <http://mpgadv.com/blog/about>

ELECTRONIC SCREENING

There are a number of vendors who specialize in helping nonprofit organizations find those “millionaires next door” buried in their databases. These vendors have the capability to screen every donor name in your database against a series of databases holding the names of high net-worth individuals, corporate executives, prominent people and the like. If your donor’s name matches against one or more of these databases, it is then assigned a “match rating” to help you determine the likelihood that this is your donor. More in-depth research can then be done to further determine their gift capacity.

If your organization has never done a screening, this might be a good place to start. Below is a sampling of companies you can contact for more information:

Blackbaud <http://www.blackbaud.com>

WealthEngine <http://www.wealthengine.com>

DonorScape <http://www.donorscape.com>

Magic Inc. <http://www.majorgifts.net>

HEP Development Services <http://www.hepdata.com>

If you are interested in having your database screened, The Prospect Finder LLC encourages you to contact at least three vendors for comparisons in the types of services they provide. Most offer to screen a sample of your database to get a taste of the kind of information that is provided by the screening. In addition, there have been many discussions on PRSPCT-L, an internet discussion list for prospect researchers. The experiences other nonprofits have had with these vendors may help you select the best match for your particular organization. PRSPCT-L can be accessed at: <http://www.aprahome.org/APRACommunity/PRSPCTL/tabid/305/Default.aspx>
Searchable archives are available.

FUNDRAISING SOFTWARE

If you work for a nonprofit, then your organization has donors. What is your organization using to track these donors? Are you using 3X5 cards.....word processing software.....spreadsheets?

User-friendly software that enables you to build a database of donors will help your development office become more efficient. Fundraising software will enable you to store important pieces of information regarding your donors and prospects and help you track them through every step of the development cycle. You'll be able to launch direct mail campaigns, e-mail campaigns, and newsletters. In addition, you can generate reports that will help you demonstrate your fundraising effectiveness.

Costs and types of software vary from vendor to vendor. Several items to consider include ease of use, cost, training and ongoing technical support. If you already have a database and are considering a change in vendors, you'll want to ask how easy it will be to import data already stored elsewhere. Data security is another huge issue. You'll want to be sure the data is safeguarded both in your offices and through the software provider. Ask what measures are in place to safeguard the identity of your donors.

Below is a sampling of companies you can contact for more information:

eTapestry <http://www.blackbaud.com>

GiftWorks <http://www.missionresearch.com>

Easy-Ware <http://www.easy-ware.com>

Raiser's Edge <http://www.blackbaud.com>

Ebase <http://www.ebase.org>

DonorPerfect <http://www.donorperfect.com>

There is an excellent article prepared by IdealWare which may help you identify

the best match for your organization. Follow this link: <http://www.techsoup.org/learningcenter/databases/page11928.cfm>

COMPONENTS OF AN INDIVIDUAL'S PROFILE

Effective prospecting is built upon a foundation of knowledge. In order to learn about prospects, it is useful to keep various data needs in mind. Below is a list of all of the components that are useful in prospect research of individuals:

- Prospect Name: Correct spelling and use of middle initials where available will enable you to focus on the right prospect. Date of Birth will also help confirm you are researching the right prospect.
- Primary Residence: Address, assessed value and market value.
- Secondary Residence(s): Address, assessed value and market value.
- Marital status and children: Correct spelling and ages.
- Business Affiliation: Name and contact information. Include relevant and newsworthy information concerning the business.
- Salary Information: Corporate executive's salaries, bonuses and other compensation can be found if they work for a publicly traded company and they are high up on the company's hierarchy. Estimated salaries can sometimes be ascertained.
- Private Company Sales: Sales estimates for some private companies are available online.
- Insider stock holdings: Determine market value of insider stock and options holdings for companies where they report to SEC as insiders.
- Aircraft and/or boats: Determine ownership and value.
- Spouse's Wealth & Assets: A spouse may own properties, companies and stockholdings in his or her own name.
- Board memberships: Both nonprofit and corporate affiliations.
- Foundation affiliations: Family, corporate or community foundations where they act as trustees.
- Memberships: Country clubs and civic organizations.
- Background information on Parents: It is important to take a look at other family

members, especially parents, to see if there is significant wealth, and relevant business and philanthropic affiliations.

- Philanthropic/Civic interests: List noteworthy charitable gifts to other organizations in order to determine general levels and patterns of giving.
- Past giving history to your organization: Make note of years of consistent giving, gift levels and indication of increased giving.
- Past interactions with your organization: This may include face to face meetings, event attendance and family legacy relationships.

Any RELEVANT information useful in the cultivation or solicitation process: Please be aware that donors have the right to see any profiles you have prepared on them. If information will jeopardize your relationship with a prospective donor, you may want to exclude this information from the profile. Use only relevant newsworthy items.

A sample profile template is provided for you in this manual

SEARCH TIPS

You can use special "operators" in your searches to help improve your results.

You can search for a specific phrase or word order such as a person's name by adding quotation marks around your query. For example, to search specifically for a person's full name, enter their whole name in quotation marks. Thus, if you are conducting research on a person named Chester Johnson, if you plug your query in as:

"chester johnson"

the results must include the exact phrase as input.

If you know that Mr. Johnson has a middle initial "T" he occasionally uses, you should also do a separate search on:

"chester t. johnson"

If you know that Mr. Johnson sometimes goes by "Chet" be sure to also search on:

"chet johnson"

When you add a plus (+) in front of a word, it tells a search engine that you want only that word. In other words, the search results must include that specific word. So if you know that Mr. Johnson is President of ABC you can conduct a search that looks like this"

+ "johnson" + "president" + "ABC"

Use the minus (-) operator in your query to make your search exclude certain terms.

For example, you may have discovered that there is another Chester Johnson who is a neurosurgeon and not the person you are researching. You can set up a search that looks like this:

+ "chester johnson" - "neurosurgeon"

The default behavior for most search engines is to consider all the words in a search. If you want to specifically allow *either* one of several words, you can use the OR operator (note that you have to type 'OR' in ALL CAPS). So, for instance, if you know that the Chester Johnson you are researching is not only president of ABC but he is also a part-time professor and a coach you can set up a query that looks like this:

"chester johnson" president OR professor OR coach

Finally, Google, for instance, has an Advanced Search link that you can click into. You then fill in a set of fields to do essentially the same types of searches just illustrated.

The link is: http://www.google.com/advanced_search

If you are searching a news article web site the above tips should be applicable. It is often helpful to search on the person's name along with search terms related to some of the key pieces of data you have gathered in your search such as his or her spouse's name, town, alma mater, business name, business title, foundation name or favorite charity. You can even search on the person's name and words like "gift" and "giving" to see if any articles pop up regarding philanthropic interests. Be sure to use quotation marks, + and – to better target your efforts!

RESOURCES FOR RESEARCHING INDIVIDUALS

There are various resources used in preparing profiles on individuals. A sampling follows:

GENERAL BIOGRAPHICAL

Google <http://www.google.com> This can be a great place to start and end. Search engines provide you with a good quick overview. They can also, with some creative searches, help you tie up loose ends or clarify any confusion as your research is coming to an end. The number of hits, however, may be overwhelming. Be sure to narrow down the number of hits by using quotes, the “+” and “-” symbols, and paying attention to the type of URL. Focusing on the “.org” hits may provide you with links to a prospect’s charitable interests and donations. *FREE*

Bing <http://www.bing.com> Bing has been growing in popularity since its launch in mid 2009. It is a search engine like Google but it tends to return fewer and in some cases better targeted results. Give both Google and Bing a try to determine for yourself which is better for you. *FREE*

Marquis Who’s Who <http://www.marquiswhoswho.com> Biographical information about noteworthy Americans. The publication invites entrants to submit their bio. *FREE* through many libraries. Or you can purchase a subscription or buy individual bios. \$\$

ZoomInfo <http://www.zoominfo.com> Enter a person’s name to see where they may be connected. Be sure to double-check all information found on this site. The site compiles information from numerous sites so you want to be sure to confirm its findings. You can look up both individuals and companies. There are both *FREE* and \$\$ sections on the site.

LinkedIn <http://www.linkedin.com> Individuals create their own profiles and provide information on current and past work history, education, and professional affiliations. **FREE**

Obituaries <http://www.legacy.com/Obituaries.asp> Helpful in determining relationships within families. *FREE* to search. Able to confirm date of death (via the Social Security Death Index) for **FREE**. Actual full obituaries are **\$\$**.

Doctors <https://extapps.ama-assn.org/doctorfinder> American Medical Association's nationwide database. You must read and accept the disclaimer before doing a search. Be advised that not all physicians are AMA members. *FREE*

Dentists <http://www.ada.org> American Dental Association's nationwide database. Click on Find a Dentist at the top of the homepage. You must read and accept the disclaimer before viewing results. *FREE*

Lawyers <http://www.martindale.com> Martindale-Hubbell's online directory of lawyers nationwide. Some results have links to the law firm's website. Please see their Terms and Conditions of Use. *FREE*

Lawyers <http://www.findlaw.com> Use the name search function on the homepage. *FREE*

Artists/Entertainers <http://www.idmb.com> This site allows you to search for information on people involved in the entertainment industry including actors, writers, directors, and producers. **FREE**

RELATIONSHIP MAPPING

Muckety <http://www.muckety.com> Search on various criteria including name or company to find a map of how people are connected. *FREE*

NNDB <http://www.nndb.com> Search on various criteria including name or company to find a map of how people are connected. *FREE*

SALARY INFORMATION

GlassDoor <http://www.glassdoor.com> This site provides salary details for specific jobs and, in some cases, specific jobs at specific companies. It provides average salary and salary range and sometimes bonus information. The sources of the data are employees who have posted anonymously to the site. *FREE*

Salary.com <http://www.salary.com> *FREE* Salary Wizard. Personal Salary Reports available, too. \$\$.

DataUniverse <http://www.app.com/apps/pbcs.dll/section?Category=DATA>

This is a portal to NJ state public government data. In addition to property records it provides NJ state employee salary information as well as some federal employee salary data. You can conduct name lookups. *FREE*

PROPERTY/REAL ESTATE

Zillow <http://www.zillow.com> Real estate site providing you with assessed value, property taxes, comparable home values and their own “Zestimate” of the market value. Aerial photos of homes and mapping capabilities are

Property Assessments Nationwide Links <http://indorgs.virginia.edu/portico/personalproperty.html> Access to U.S. and some overseas tax assessor databases. This site also has links to various other research sources. Take the time to explore it. *FREE*

Pulawski <http://www.pulawski.net> Follow the link labeled Real Estate Tax Assessor Database on this site's homepage. It provides assessed-to-market value ratios and multipliers and links to assessment databases that are online and searchable. *FREE*

County Locator <http://geonames.usgs.gov/pls/gnispublic> The U.S. Board on Geographic Names allows you to input city and state to find the county name. Useful when researching properties and county must be known. *FREE*

Property Shark <http://www.propertyshark.com> Provides information on real property including comparable sales, property details, ownership information, maps, photos and more. *FREE* and \$\$

Dataquick <http://www.dataquick.com> Nationwide property assessments and ownership information. \$\$

KnowX <http://www.knowx.com> Public records database with links to phone, property and business information. \$\$

BlockShopper <http://www.blockshopper.com> Provides real estate information for specific locations including Manhattan, Westchester, San Francisco, Los Angeles, Washington, DC, Houston, Las Vegas, South Florida and others. *FREE*

Commercial Property/Real Estate

<http://online.wsj.com/public/page/news-real-estate-commercial.html> National databases of commercial real estate available. Contact info provided. *FREE*

New York Real Estate Sites (These sites allow you to compare the property you are looking to determine a market value with similar properties for sale):

City Realty <http://www.cityrealty.com> New York City buildings, including apartments, condos, and co-ops. Login required. *FREE*

Corcoran: <http://www.corcoran.com> New York City buildings, including apartments, condos, and co-ops. *FREE*

Streeteasy: <http://www.streeteasy.com> New York City buildings, including apartments, condos, and co-ops. *FREE*

PHONE NUMBERS, ADDRESSES & ZIP CODE DEMOGRAPHICS

The Ultimates <http://www.theultimates.com> Multiple directory searches which includes people search, white pages, yellow pages and reverse search and email search capabilities. *FREE*

Accurint (a service of LexisNexis) <http://www.accurint.com> Provides access to public records including current and past addresses, email addresses, telephone numbers, business affiliations, and property records. You can schedule a free demo.
 \$\$

Wealthy Zip Codes <http://www.usc.edu/dept/source/zipcode/index.htm>

Search nationwide for areas of concentrated wealth. *FREE*

Demographic Zip Code Information <http://www.melissadata.com/Lookups/ZipDemo2000.asp> Census data available by zip code. *FREE*

Updated Census Information <http://quickfacts.census.gov/qfd/index.html>

Search by state and county for updated data. *FREE*

STOCK QUOTES/COMPANY INFO/INSIDER DATA

Yahoo Finance <http://finance.yahoo.com/lookup> Enter stock symbol (look-up available, too) and find stock values, company financial data, SEC filings, news, and insider roster and transactions. *FREE*

10k Wizard <http://www.10kwizard.com> This service, provided by investment research provider Morningstar, provides access to SEC filings including insider trading transactions. Users can search by company name, ticker, SIC code, industry type, or keyword. \$\$

Forbes People Tracker <http://people.forbes.com> Track corporate executives and directors. Output provides you with biographical information, salary and insider stock holdings. *FREE* login required.

Forbes Lists <http://www.forbes.com/lists> Assortment of lists including the 400 Richest People in America, Top Earning CEOs, America's Largest Private Companies and Most Expensive Zip Codes. *FREE*

ReferenceUSA <http://www.referenceusa.com> Database is searchable by executive name to find if they are tied to a business (private or public). Detailed business information is sometimes available including estimated sales and a management directory. *FREE* through many public libraries. \$\$

Secretary of State databases http://nass.org/index.php?option=com_content&task=view&id=89&Itemid=223

See if your prospect is tied to a specific business in your state. Many states have searchable directories. *FREE*

Chamber of Commerce <http://www.uschamber.com/chambers/directory/default.htm?d=false> Find your local Chamber of Commerce for business contacts. *FREE*

NEWS SOURCES

The New York Times <http://www.nytimes.com> Current edition is *FREE*. Full text of some archived articles are *FREE* and some articles, considered Premium, are *\$\$*. Follow this link for the articles archive <http://query.nytimes.com/search/query?srchst=nyt&&srcht=a&srchr=n>

The Los Angeles Times <http://www.latimes.com> The news article archives can be searched and abstracts (summaries) can be retrieved. Full articles must be purchased. *FREE and \$\$*

The Wall Street Journal <http://www.wsj.com> *\$\$*

BizJournals <http://www.bizjournals.com> This website offers access to the websites of 40 metropolitan business newspapers located nationwide. It features local business news updated throughout the day, top business stories, and industry-specific news from 17 industries. It offers a special focus on business women, local networking and business events. The site also sells a Book of Lists from more than 60 markets. *FREE and \$\$*.

NJBIZ <http://www.njbiz.com> Weekly newspaper focused on New Jersey businesses including articles on successful entrepreneurs. Subscribers to the print version are provided access to their searchable archives. Annual Book of Lists profiles the top companies in major sectors of business. It can be purchased in hard copy or downloaded in Excel. *\$\$*

Magazine articles <http://findarticles.com> *FREE* access to millions of articles from

thousands of publications. Download of some articles may incur a fee. \$\$

Canadian News <http://en.canoe.ca/home.html> English and French. *FREE*

INTERNATIONAL RESEARCH

Wright Investors' Services <http://www.corporateinformation.com>

Global corporate information on more than 33,000 leading companies in over 60 countries. *FREE* snapshot reports available. Full company reports \$\$.

SEDAR <http://www.sedar.com> This is the Canadian equivalent of the U.S.'s Securities and Exchange Commission. Company filings and profiles. *FREE*

Yahoo International Stock Exchange Links

http://dir.yahoo.com/business_and_economy/business_to_business/financial_services/exchanges/stock_exchanges Links to major worldwide exchanges. *FREE*

PHILANTHROPIC INTERESTS

Foundation connections: <http://www.foundationsearch.com>

In addition to general foundation research, you can search by a trustee name to determine if the individual you are researching is connected to a foundation. The "Directors Connection" link, a relationship mapping tool, shows you all director connections between North American corporations and foundations. \$\$

Foundation Finder <http://foundationcenter.org/findfunders/990finder> Use the Foundation Center's IRS990-PF Finder to search for your prospect's last name linked to their family foundation. Narrow the search by selecting city or state if known. *FREE*

Guidestar <http://www.guidestar.org> Search for a possible link to a family foundation. Search by last name and narrow the search by selecting city or state if known. *FREE* and \$\$.

State Charities Database <http://www.internet-prospector.org/charities.htm> Link to each state's database. May help you determine whether your prospect is linked to another charity or their own foundation. *FREE*

NOZA database <http://www.nozasearch.com> Searchable database of charitable gifts. Also allows you to identify new prospects and target your search geographically. \$\$

Political donations <http://www.opensecrets.org> *FREE*
<http://www.fec.gov/finance/disclosure/advindsea.shtml> Search to see if your prospect makes large political donations. *FREE*.

Caveat: There are strict restrictions on the use of this public information. Please see the attached Federal Election Commission document explaining Sale & Use. http://www.fec.gov/pages/brochures/sale_and_use_brochure.pdf

ADDITIONAL SITES FOR IDENTIFYING WEALTH

Boat/Yacht ownership <http://www.st.nmfs.gov/st1/CoastGuard/VesselByName.html>
 Here you must know the name of the boat in order to find ownership. Search results will tell you make, model, length, year, etc. Cross check information against Yacht World to determine approximate value of the boat. *FREE*

Boat Info World <http://www.boatinfoworld.com>

This site allows you to search by owner name, boat name, shipbuilder name, city, county, state and zip code. Some basic information is available for free and in most cases should be enough for you to go on. Complete address information on the yacht owner is part of the fee-based services. Source of data is the Coast Guard's database and as of January 2011 it had information on just under 370,000 vessels. *FREE* and \$\$

Yacht values <http://www.yachtworld.com> Everything you'll need to know about the value of that yacht! Includes photos in many cases. *FREE*

Pilot database <http://www.landings.com/landings/pages/search/certs-pilot.html>
Enter first and last name to find out if your prospect has a pilot's license. *FREE*

Plane ownership <http://registry.faa.gov/aircraftinquiry/NameInquiry.aspx>
See if your prospect or their business owns a plane. *FREE*

Airplane values <http://www.trade-a-plane.com> Estimate what that airplane is worth by comparing it to others that are for sale. *FREE*

Horses <http://www.theracinggame.com/lists/glossary/allitemsalt.aspx> Thoroughbred racing terminology. *FREE*

<http://www.jockeyclub.com/industrylinks.asp> Links to state owner and regulatory agencies. *FREE*

<http://www.bloodhorse.com/> Sources on breeding. *FREE*

Nationwide Public Records <http://www.publicrecordfinder.com> Connects you to each state's public records availability. Types of records vary from state to state. *FREE* and \$\$.

RESEARCHING FOUNDATIONS

Long gone are the days of guesswork in determining a foundation's giving interests. IRS990PF documents, filed annually by foundations with the Internal Revenue Service, provide us with the facts and figures we need to determine whether a particular foundation's stated giving objectives match with our own organization's mission. Proper research will save valuable staff time and dollars in the grant seeking process. This manual will link you directly to the resources widely used today in foundation research. Some important items to consider:

- Does anyone in your organization (staff or Board member) know a trustee from the foundation? Would they be willing to contact them or include a cover letter for your proposal?
- Does the foundation accept unsolicited proposals? See page 9 of their IRS990PF to determine your eligibility to submit. An unsolicited proposal will waste precious staff time at your nonprofit organization.
- Carefully review their guidelines and note pertinent information: assets, trustee names, application guidelines, past giving history and deadlines.
- Carefully match a foundation's giving priorities to your own organization's mission and specific programs.
- Adhere to deadlines and supply all information requested by the foundation. Be especially careful to follow directions given by foundations who will only accept proposals online. This is a growing trend.

- If your organization has the requisite resources, consider hiring a professional grant writer who specializes in proposal writing.

RESOURCES FOR FOUNDATION RESEARCH

Guidestar <http://www.guidestar.org> This database has several levels of fee-based services. You can conduct a search for free and retrieve some basic information. Nonprofits searching for family foundations in their community can easily search by city and state. All nonprofits are listed here. If you are a non-profit, you can volunteer to update your nonprofit's report through Guidestar's Exchange program which will entitle you to receive a special seal on your report page and a subscription to Guidestar Premium free for one year. Be sure to check out the Search Tips listed under the Advanced Search function. *FREE* and \$\$

FoundationSearch.com <http://www.foundationsearch.com> Metasoft Systems Inc. has created a user-friendly product enabling you to conduct comprehensive searches by grant type, value, year, recipient, donor and other criteria. Their searchable IRS990PF documents will enable you to search *embedded* text, a powerful tool if you are looking for specific wording on grants funded or specific trustee names. Profiles include easy-to-read charts and graphs which can be saved in PDF format. Search results can be exported to Excel spreadsheets and full foundation profiles will provide you with all contact information. Annual and multi-year subscriptions are available. *FREE* site-seeing tour available. \$\$

The Foundation Center <http://www.fdncenter.org> The Foundation Center website allows you to search by foundation name and retrieve, for free, basic information about private and community foundations in the US. You can also conduct an IRS990 lookup. The service offers products in print, CD-ROM and online versions. It also offers the fee-based Foundation Directory Online service, available in five levels of information and pricing. Contracts run month-to-month or an annual subscription basis. With the fee-based service, you can do a trustee search by name. *FREE* and \$\$.

Grantstation <http://www.grantstation.com> This fee-based online service provides a searchable database of private grant makers that accept inquiries and proposals from a variety of organizations. It also provides federal deadlines, which are updated twice a week, links to state funding agencies and a database of international grant makers. GrantStation also publishes two e-newsletters featuring upcoming funding opportunities. \$\$

Pro Platinum <http://www.iwave.com> Fee-based tool that helps to identify foundations, corporations and individuals. This site is an excellent source for past philanthropic giving by individuals. *FREE* demo & trial available. \$\$

RESEARCHING CORPORATIONS AND NEARBY BUSINESSES

Many large corporations have a separate corporate giving department established to handle requests from local charities. Some corporations donate from their marketing budgets. Your research will help you determine the best way to approach a specific corporation. If a formal giving department is established, they will have guidelines easily accessible online at their website. The same is true for a corporate foundation. Giving priorities, deadlines and procedures will be clearly outlined for you. In addition, don't forget that many larger companies also have a Matching Gifts program. Donations made by their employees are matched, generally 1:1, and your donors should always be reminded that this is a very simple way for them to double their giving to your nonprofit. GiftPlus Online is a resource which profiles over 14,000 companies with matching gift programs. You can access them at <http://case.hepdata.com/gpo.html>. Alternatively, if you already subscribe to iWave's service, you will see this resource included with your subscription.

Researching privately owned businesses presents both challenges and opportunities for local nonprofit organizations. Facts and figures related to annual revenue, number of employees, and charitable giving budgets are not always revealed on a company's website. In addition, privately-held companies are under no obligation to report accurate data. Some resources highlighted in this manual, including ReferenceUSA, for instance, attempt to gather accurate information and provide estimates when unable to contact a company directly. Many private companies fly under the radar and can be classified as "dull" or "normal" businesses. They quietly operate distributorships, manufacturing, construction, franchises, and service-oriented businesses, etc. Many nonprofit boards are so focused on identifying and approaching the large corporations that they spend little or no time identifying and cultivating privately-held companies in nearby communities. These companies do not have the bureaucratic layers of large publicly-held corporations and many of them are family-owned and operated. It is much easier to develop a relationship and try to find

personal or business connections that may already be in place with members of your nonprofit board.

It is important to note that public companies (those issuing stocks and bonds) are regulated by the Securities and Exchange Commission (SEC). There are quarterly and annual reporting requirements and all information related to this company must be reported accurately. We can easily find data on sales, business locations, number of employees, key officers, board of directors, compensation packages, etc. Of particular interest to prospect researchers, is access to information regarding corporate insiders. A corporate insider is defined as an officer, key employee, director, or holder of ten percent or more of the company's outstanding stock. Insiders must report all of their trading activity *for that particular company* to the SEC. When trading occurs, they must report within 2 days of the transaction. If your nonprofit is set up to receive gifts of stock from individuals, then knowing which donors in your database are corporate insiders will help you in formulating an approach to that donor. This can be of particular importance during capital or endowment campaigns requiring major gift commitments. Gifts of appreciated securities can provide your nonprofit with valuable resources *while providing tax savings incentives to the donor*. (Donors should always be advised to consult their financial or tax advisor in making stock donations to nonprofit organizations.)

RESOURCES FOR CORPORATE RESEARCH

ReferenceUSA <http://www.referenceusa.com> This fee-based resource is frequently available for *FREE* via your local library. It contains databases for U.S. and Canadian companies. Good resource for finding local successful businesses and their owners. It includes information on the type of business, number of employees, estimated sales and owner names. \$\$

Hoovers <http://www.hoovers.com> This website provides you with a company description and direct links to a company's website. It often lists the top executives and sometimes their bios and salaries. It provides you with financial and competitive information. It has a search function that enables you to build a list based on industry, location, sales and other criteria. You can search the site for free by plugging in a person's name or a company name. FREE and \$\$

Reuters <http://www.reuters.com/finance/stocks> Public company information. *FREE*

Venture Capital Firms <http://www.vfinance.com> A good starting place to learn more about these firms and links to hedge funds, too. *FREE*

Investment Firms: <http://investment-advisors.findthebest.com> This is a great site for looking up investment advisors for background information and, in particular, total assets under management. *FREE*

SEC <http://sec.gov> The Securities and Exchange Commission's database, EDGAR, provides *FREE* access to company filings. An EDGAR tutorial is available for you to learn more about these filings. *FREE*

10-K Wizard <http://www.10kwizard.com> This service, provided by investment research provider Morningstar, provides access to SEC filings including insider trading transactions. Users can search by company name, ticker, SIC code, industry type, or keyword. \$\$

WealthEngine <http://www.wealthengine.com> This is a comprehensive resource listing an individual's insider stock holdings as well as property information, business and philanthropic affiliations, biographic information, charitable and political giving, addresses and telephone numbers, news articles and ties to foundations. Geographic searches can be set up to find corporate insiders in specific communities. \$\$

Secretary of State databases

http://nass.org/index.php?option=com_content&task=view&id=89&Itemid=223

This site provides links to all 50 states and U.S. territories. Many states have searchable databases of corporations and businesses. *FREE*

Business Filings databases <http://www.llrx.com/columns/roundup29.htm>

Search nationwide for each state's corporate and business filings. *FREE*

SOCIAL NETWORKING SITES

Jigsaw <http://www.jigsaw.com> This resource is dubbed "The World's Biggest Rolodex" where you can buy and trade business cards. As of January 2011, the site boasted over 23 million complete business contacts in the database. *FREE* and Premium memberships available. \$\$

Linked In <http://www.linkedin.com> Members create an online profile summarizing their accomplishments. As of January 2011, they listed over 90

million experienced professionals from around the world. *FREE* and \$\$ (membership accounts available)

Facebook <http://www.facebook.com> This tool is increasingly being used for business connections. You can upload videos, seminar announcements, and other tools to stay connected with friends, colleagues, clients and prospects. More and more companies and organizations are establishing Facebook pages. *FREE*.

Spoke <http://www.spoke.com> An open network where “business people discover business people”. As of January 2011, they had 40 million people listed at over 2.3 million companies. *FREE* and \$\$ (membership accounts available)

MINING SECURITIES AND EXCHANGE COMMISSION DATA TO BENEFIT YOUR NONPROFIT ORGANIZATION

Many SEC filings are available for public scrutiny. The available data can spell out officer's salaries, insider stock holdings, and biographical information. Those filings of interest to prospect researchers include:

Forms S1 – S11: Filed prior to a private company going public via an Initial Public Offering (IPO). Describes the securities offered, nature of business, background information on officers, etc.

Form 10K: Sworn financials filed annually. Includes balance sheet, income statement, stockholders' equity statement and cash flow statement.

Form 10Q: Unaudited form filed quarterly and notes significant changes in events.

Form 8-K: Filed anytime during the year and lists extraordinary events such as acquisition of merger, bankruptcy, resignation, changes in finances, sale of company, and new agreements.

Form DEF14A (Proxy Statement): Sent to shareholders and filed with the SEC annually, it provides a good snapshot of the company including biographical information on officers and directors. Includes all insider holdings (beneficial ownership) as of a particular date. In addition, officers' compensation tables are included.

Form 3: Initial report filed by insiders as of the date they become beneficial owners. Lists stock holdings as of that date.

Form 4: Changes in holdings anytime an insider buys or sells their insider stock.

Form 5: Annual statement of changes in ownership of insider stock.

ADDITIONAL RESOURCES

The compilation of resources outlined for you in this manual are just the tip of the iceberg. Members of the Association of Professional Researchers for Advancement (APRA) have pulled together lots of great websites for you. It's worth a look to see if you can find additional information through their recommended websites. They can be found at: <http://www.aprahome.org>. Follow the link on the homepage labeled APRA Community and then click on Links. APRA also hosts an international conference annually in the summer. Conference details can be found on their website.

A *FREE* searchable newsletter on the topic of prospect research is available at <http://www.internet-prospector.org>. The monthly compilation of resources was produced by volunteers. Although they ceased producing monthly newsletters in November 2008, they continue to maintain a searchable archive of resources.

Staying current with news in the high-net-worth arena is simple. Set up a Google Alert on the phrase "high net worth" and Google will send you a daily recap with links to news from around the world on this lucrative market. In fact you can set up Google Alerts on just about anything or anyone so if you are interested in keeping up-to-date on a particular donor and perhaps his company you should set up alerts for these as well.

Finally, The Prospect Finder LLC, can help you find and connect with your best prospects. Clients call upon The Prospect Finder to complete profiles on wealthy individuals or to provide training and coaching services on profiling systems and techniques. To further enhance your skills and support your growth, The Prospect Finder works with a trusted team of professionals who specialize in marketing; cold-calling techniques; communications strategies; and image consultation. You may also sign-up for the *FREE* e-newsletter at <http://www.TheProspectFinder.com>. This will enable you to get prospecting tips delivered to your inbox every month.

RESEARCH CHECKLIST

Name:

Date:

DOB:

Spouse's Name:

Source	✓ or Ø	Criteria Used/Notes
Google		

PROSPECT PROFILE: Complete name including first, middle, and last. Provide a photo if one was taken at one of your organization's events or can be found on a reliable website.

BORN	Date & location. If not found, approximate age is sufficient.
HOME ADDRESS	Complete address and ownership information. Include assessed value, market value and annual property taxes paid. Include home telephone number, if available.
SECONDARY PROPERTY OWNERSHIP	Determine if they own property in another location. Sometimes listed in spouse's name. Provide same data as primary home address.
EDUCATION	List schools, degrees and years obtained.
BUSINESS	Title, career biography and all contact information for employment. Provide link to company website.
BUSINESS TYPE	Include general company information, an indication of whether company is public vs. private, and 1-year stock history for public companies, sales, number of employees, pertinent and timely news articles, etc.
MARITAL STATUS	Name of spouse, if applicable. If spouse is linked to a company or foundation, provide general information here. Be sure to indicate any wealth and assets held solely by the spouse.
CHILDREN	Name & approximate ages of children.
FAMILY FOUNDATION	If it is determined they are a trustee of a foundation, provide all pertinent information concerning their foundation. Include \$ assets, \$ grants paid, geographic restrictions, giving guidelines and application information. Include all trustee names for possible connections/networks to your own Board members.
RELEVANT INFORMATION	<p>Include any RELEVANT information useful in the cultivation and solicitation process:</p> <ul style="list-style-type: none"> • General philanthropic interests • Specific dollar amounts and years given of major gifts found • Board memberships (both corporate and nonprofit) • Civic affiliations such as Rotary Clubs, Lions Clubs, Elks • Country Club membership • Insider stock holdings <p style="text-align: right;"><i>(chart continued on p. 43)</i></p>

RELEVANT INFORMATION

(continued from p. 42)

- Salary (actual or estimated), bonuses and other compensation
- Political donations
- Aircraft/boats/horses
- Family information especially parent's wealth and assets, relevant business and philanthropic affiliations
- Past giving history to your organization
- Past interactions with your organization

Maria Semple

THE PROSPECT FINDER LLC
Prospect Research Services



Maria Semple is the firm's principal. An experienced researcher, trainer and frequent speaker on the topic of prospect research, she consults with nonprofit organizations, small business owners and financial services firms interested in finding their best prospects for long-term business relationships. In 2007, she authored two interactive prospecting tools, **"Panning for Gold"**, which include an extensive compilation of research resources.

She is a member of the *Association of Professional Researchers for Advancement (APRA)*, the *Financial Planning Association*, the *Financial Women's Association* and *Women In Development of Mercer County* where she serves on the Board. Speaking engagements include: *Merrill Lynch*, *APRA*, *The Support Center for Nonprofit Management*, *Fund Raising Day in New York*, the *Mid-Atlantic Researchers Conference*, *New Jersey Conference on Philanthropy*, *New Jersey's Nonprofit Symposium* and the *Association of Fundraising Professionals (NJ)*. She has contributed her expertise to the *Craigslist Foundation* and has presented her prospecting seminar at *New York University*, *Brookdale Community College*, *Mercer County Community College* and *County College of Morris*. The firm also serves as a consultant for New Jersey's *Partnership in Philanthropy* program.

In 2009, The Prospect Finder became a *Constant Contact® Solutions Provider*, enabling Maria to assist small business owners and nonprofits with their email marketing needs. As a *Constant Contact Certified Expert Presenter*, Maria is available to speak on the topic of best practices in email marketing.

Prior to her work in this field, she was a securities dealer in the investment banking industry. Maria successfully completed an intensive *Grant Proposal Writing Workshop* conducted by The *Grantsmanship Center* in New York, NY. She is a graduate of *Douglass College*.

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