

# How to Research Your Donor Prospects

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DATE: TUESDAY, JUNE 11<sup>TH</sup> 2013

## **Location:**

Congregation Bnai Yeshurun  
641 West Englewood Avenue  
Teaneck, New Jersey 07666  
In the Social Hall

## **Presenter:**

Norman B. Gildin, President, Strategic Fundraising Group LLC

## **Sign-in & Refreshments:**

8:30 A.M.

## **Program Time:**

9:00 A.M. - 12:00 Noon

## **Overview:**

One of the most crucial responsibilities of a Development executive or representative is to secure gifts from donors through face-to-face solicitations. This is the most cost effective approach to fundraising and it can yield great results. Understanding the process will help you increase the odds for achieving success.

## **Goal:**

To learn methodologies and techniques used to learn about the backgrounds of donor prospects.

## **Objectives:**

- To enhance donor giving.
- To create new opportunities to attract interest by donors.
- To help build upon donor relationships.
- To develop new donor relationships.
- To learn how not to underestimate or overestimate donor asks.
- To plan more successful major gift solicitations.
- To see how the Internet can be your friend.
- To learn how to use existing resources at little or no cost.

- To discover free web sites that disclose untold secrets.
- To gain knowledge of prospect research engines.
- To work with social media to ascertain personal preferences of donors.

**Target Audience:**

This seminar is appropriate for Development executives, volunteers, board members, administrators and all those involved in raising funds on behalf of a not-for-profit organization. This program will be helpful for the small to the large fundraising operation.

**Please note: Advance registration is required.**