

Bridging 2010: Advancement Advantage



Prospect Management: Turning Data into Decisions

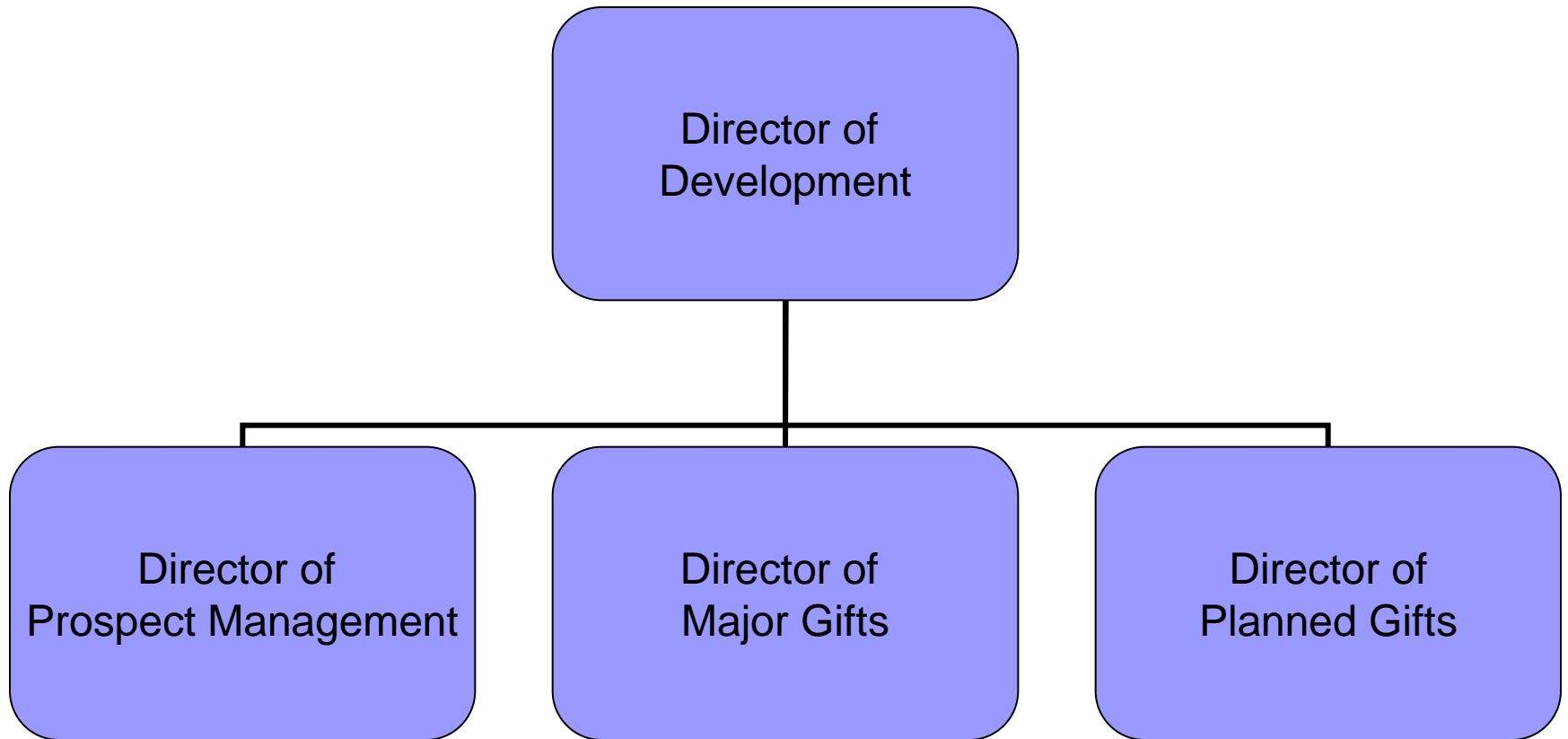
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A bit of context

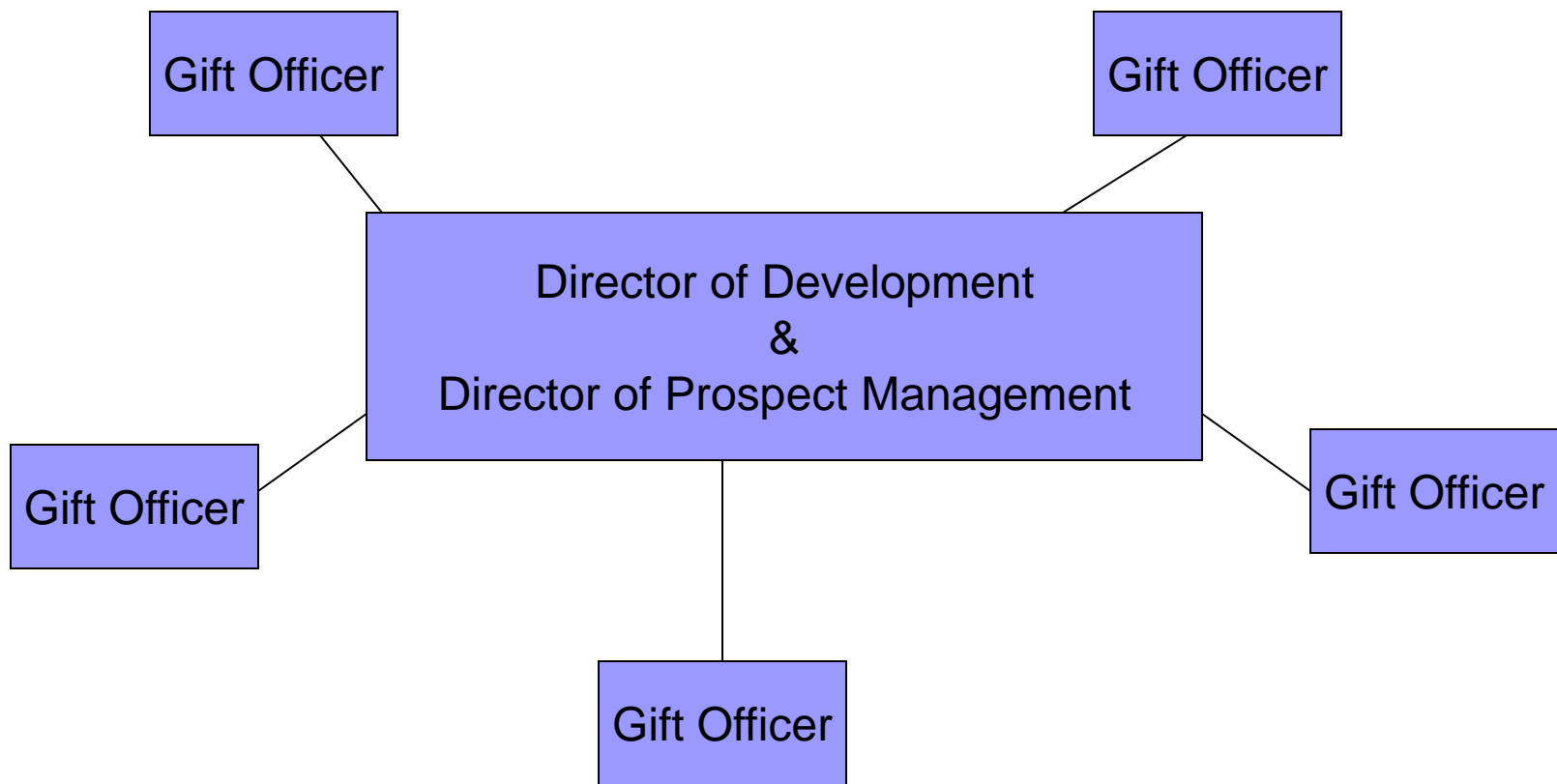
- Reed has:

- 7 front line fundraisers (plus DoD, VP, and President)
- 1.5 researchers
- Database is Banner
- 16K-ish solicitable records
- 3K-ish major and planned gift prospects

Org chart



Prospect management model





Purpose of Prospect Management

- Accountability
- Prioritization
 - For Development Officers
 - For Research
- Communication
 - Defining/ tracking goals and achievements
- Planning
 - Resources to achieve goals



The role of the prospect manager

- Business Analyst
- Storyteller
- Librarian
- Henchperson



Business analyst

- Business practices and goals of your organization
- Organizational culture: transparency/hierarchy
- How does your system incentivize gift officer behavior?



Storyteller

- Telling a story through data.
- Translating a story into data points and back again.



Librarian

- Information Needs and Behavior of Gift Officers
 - What are the capabilities of your database?
 - What are the capabilities of your staff?



Henchperson

- Who owns the process?
- Passive versus active data management



Getting Started

- What questions need to be answered?
 - Accountability
 - Prioritization
 - Communication
 - Planning

Metrics

- Money raised
 - New major gift donors
 - AF upgrades
 - Bequest commitments
 - Pipeline
- # Visits
 - Type of visits
 - Type of prospects visited
- Event and volunteer management
- Prospect pool
 - How are prospects moving?
 - Are prospects assigned appropriately?



Prospect Management Data Points

- Staff assignment
- Gift Rating
- Ask amount
- Status
- Prospect Priority
- Interest area
- Inclination/ Likelihood
- Strategy (overall plan)
- Next steps (specific date attached)



Ways to Communicate Changes

- Call reports
- Meetings
 - Who runs them/ who attends
- Reports
 - Who creates them/ who runs them/ who is the intended audience



Call reports

- Oh those call reports!

Prospect Meetings

- Focus on top prospects and top funding priorities
- Meetings at Reed:
 - Principle (\$1M+) prospects (VP, DoD, Dir of MG, Dir of PG, Dir of Research)
 - Prospect Strategy (See above plus all GOs)
 - Leadership gift team (VP does not attend. Followups with Dir of MG and Dir of Research)
 - President's major gift prospects (President, VP, DoD, Dir of Research)
- The role for the prospect manager



Reporting

- Familiarity with database fields is key.
- Familiarity with development concepts is key.



What makes a good report?

- Reports support your business practices, not the other way around
- Every report triggers a decision or an action
- Everybody cares about reports
(but the reports are based on the codes, which no one cares about)

Sample reports at Reed

- Prospect Information Report
 - Snapshot of a GO's pool
- Proposal Report
 - Planned and pending asks
- Next actions report
 - Assigned tasks for a date range
- Gift/ Donor Pyramids
 - Used to track campaign progress
- Prospect Activity Report
 - Visits by month
- Prospect Strategy Report
 - Used for discussion in prospect strategy meetings



Developing the best system

- The one that gets used.



How to Succeed

- Be thoughtful
- Be creative
- Be patient



Questions?

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