

**APRA-FL 2015 State Conference
Presenters & Topics**

Thursday Afternoon Presentations

Opening Keynote – Jay Frost



***Margaret (Marge) King,
President, InfoRich
Group, Inc.***

Panning for Gold!

Have you ever been asked to provide a list of new prospects.....by tomorrow? Or have you been asked to find prospects for the latest and greatest project? If so, this session is for you. Even if you have not been asked to develop prospect lists, you'll gain valuable knowledge of how to develop actionable prospect lists for your organization. In this session we will discuss creative ways to build prospect lists and the tools required to build them. We will also discuss how to evaluate the vast array of list building tools so that you really are panning for gold...err... the best prospects!



***Karen Isble, APRA International
Immediate Past President, University
of Michigan***

Oh, the Places You Can Go.....

Prospect research has changed. Prospect researchers have changed. Traditional research skills now share space with skills in relationship management and analytics. How do we continue to grow, refine and re-define our roles to have the greatest impact on our organizations? What growth opportunities exist within – and beyond prospect development? In this session attendees will learn about how they can leverage opportunities to grow within their current roles and organizations, career paths beyond prospect development that their skill sets may prepare them for, and discuss their own experiences and challenges, if so inclined. This will be an interactive session.



***Dr. Meredith
Hancks, Western
Illinois University***

Project and Time Management: How to Wear All Your Hats Successfully!

So often, researchers find themselves in shops where they tend to wear all the hats: reactive and proactive research, prospect management, analytics, and other duties as well as trying to find time to fit in professional development. This can make for a tough exercise in time and priority management! In this session, we will look at some ways to be productive with the time we have and learn how to “make” more time in our busy schedules. Attendees will come away with ideas for an easy-to-implement “living, breathing time study” of requirements for different projects to help with planning and managing expectations: ideas for teaching frontline fundraisers some of the things they can do on their own quickly and easily to save time; strategies for determining when to “go down a rabbit hole” and when to stay the course; and how to create effective, strategic, direction for your department so that you can maintain the big picture and plan for whatever comes your way.

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Friday Presentations



*Jay Frost, Jerold Panas,
Linzy Partners*

What a Wonderful World: Strategies & Tactics for International Fundraising and Prospect Research – Jay Frost

Seventy-five percent of the world's millionaires are located outside the US! Are you talking to them? In this fast paced, entertaining and illuminating survey of global giving, Jay explores the major wealth centers and philanthropic trends in each region of the world providing participants the tools to identify major international fundraising opportunities for your institution and help your office better navigate the cultural, legal, and budgetary challenges of transnational giving.

Best Practices Panel Discussion



*Steffanie Brown, Florida Institute
of Technology*



*Mike Lasala, Rollins
College*



*Pam Spencer, Florida State
University*

If you add up the years of experience on our panel, you get a nearly half a century of knowledge and know how! Our panel discussion will revolve around routine activities of a successful research shop, must have tools, setting benchmarks and goals, managing relationships up and down the organizational chart, and other tips for ultimate success. Do you have a specific question that you would like the panel to answer? You can submit the question in advance to Panel Moderator, Jacqueline House at jhouse@stu.edu. We will do our best to work your questions into the discussion. This will be an interactive session.

Strategy and Relationships



*Sharon Brown,
University of
Florida*



*Kathy McDonald,
University of
Florida*



*Sarah Johnson,
University of
Florida*

Research has evolved beyond finding a prospect's wealth and assets at the request of frontline fundraisers. These days we are on the frontlines ourselves, tasked with analyzing data, evaluating potential donors, measuring portfolio strength and introducing new strategies to our development officers. Exciting times! But, how do we actually cross that line into development officer territory? How do we move from researchers to strategists? This session will demonstrate how we successfully switched hats and how our development officers have transitioned with us in the quest to improve their fundraising capacity. A unique feature of this session is that a development director, Sarah Johnson, will give her perspective of this process and how it has impacted her as she interacts with donors.