

Body of Knowledge

Prospect Development 2017 Targeted Topic Suggestions



The **Prospect Research** domain outlines the skills, knowledge and ethical standards required to identify donor prospects, and prospective donor capacity and relationships to inform and support an organization's fundraising strategies and outreach efforts. It includes information management, utilizing research resources, financial capacity and wealth indicators, prospect interests and relationships, screenings, and fundraising knowledge – both at intermediate and advanced levels.

Session Topic Suggestions: Grateful Patient 2.0, Social Media for Healthcare Organization, Industry: Entertainment Research, Athletics Fundraising, International Research: Building Relationships Abroad



The **Data Analytics** domain outlines the skills, techniques and competencies required to derive conclusions from information in data to support an information-driven decision culture. It includes project management, data manipulation, statistical techniques, visualization/reporting techniques, communication, fundraising knowledge and strategic thinking – both at intermediate and advanced levels.

Session Topic Suggestions: Foundation in Fundraising Analytics, Small Shop Analytics, Grateful Patient Program Meets Analytics



The **Relationship Management** domain outlines the skills and knowledge required to manage, track, report on an organization's constituent and prospect pools, and make recommendations to positively influence fundraiser and campaign activity. It includes relationship management policy, database management and reporting, prospect pool/base analysis, prospect strategy, campaign and pipeline management, volunteer management, and fundraiser performance – both at intermediate and advanced levels.

Session Topic Suggestions: Prospect Management Reporting and ROI for Small Shops, Gift Planning for Research and Relationship Management, Time Management for Prospect Development, Effective Fundraising Relationship Management



The **Campaigns** domain outlines the skills and competencies required to plan, support, and analyze campaigns. It includes demonstrating understanding and expertise around campaign infrastructure and design, goal setting and management, prospect identification and pipeline, portfolio management, analytics, collaboration and relationship building, and constituent engagement. – both at intermediate and advanced levels

Session Topic Suggestions: Successful Ways for Small Shops to Secure Big Gifts, Campaign Reports for Leadership: Panel Show and Tell, Planning and Running a Capital Campaign, Campaign Structure and Organization.