TIPS FOR SUBMITTING A CLEAR AND UNDERSTANDABLE ABSTRCT

Prospect Development Call for Speakers Checklist

- **Choose a title that summarizes the main idea of your presentation simply and with style – and be sure to capitalize your title properly.**
  - Example: This is a Properly Formatted Abstract Title

- **Limit your abstract to less than 150 words.**

- **Write your abstract in THE third person.**
  - Example: "Presenters will cover XYZ and ABC…" instead of "We will discuss…"
  - Refer to "attendees" instead of "you" within the description (e.g. In this session, attendees will learn to…")

- **If you are using acronyms, please use them in the title and then spell them out only on the first usage in your abstract.**
  - Example: Title – Collaborating with DOs- Development Officers (DOs) can be your best advocates….

- **Write your abstract with the typical attendee in mind – make sure your writing style is compelling, but not too sales-y, and informed, yet not too academic**

- **Be sure to proofread your abstract and do your best to ensure it meets AP style guidelines.**
  - Example: Please visit http://owl.english.purdue.edu/owl/resource/735/02/ to review AP style guidelines.

- **Complete the submission checklist on the next page to fully prepare your abstract and all materials before submitting.**

- **Review the sample submission located on the last page of this document for an example of a thorough abstract and overall submission.**

SUBMISSION CHECKLIST

☐	I know which **track** my submission best fits. *Tracks are aligned with the Apra's Body of Knowledge Domains: Prospect Research, Data Analytics, Relationship Management, and Campaigns. There is also a fifth track Strategic Management For more information on the Apra Body of Knowledge please visit [www.aprahome.org/bok.](www.aprahome.org/bok)*
☐	I have created a **session title** that is 75 characters or less and includes ideas from the abstract submission tips above. *To allow for full titles to show on the Prospect Development mobile app, Apra has limited the session title to 75 characters*
☐	I have decided on my **session type**. *Session types include:* ***Case Study sessions:** 30 minutes* ***Breakout sessions**: 60 or 90 minutes* ***Workshops**: 3 hour discussion and activity on a particular topic*
☐	I have decided on my **session format.** ***Traditional lecture**: 30, 60 or 90 minutes lecture-style presentation* ***Roundtable**: Group discussion among participants* ***Step-by- Step**: Pragmatic sessions that provide a series of steps to a solution* ***Learning Story:** Organizational and personal stories of success, failure, and lesson lessons learned* ***Let's talk about it:** High energy group discussions or panels, facilitated by one or more leaders or subject matter experts*
☐	I have developed a **session description** using the abstract submission tips above. *An example of the desired session description format is located in the sample submission below.*
☐	I know who the **primary speaker and co-speakers** (if applicable) are and have confirmed they have an Apra account. *To add additional speakers, select the "edit" Button next to the presenter role. Next, find the speaker's website profile by finding the "*speaker submission" group under the "select Organization" dropdown menu (this should be the first organization listed). You will then be able to find the speaker by their last name and click "Ok" button to save. If you speaker is not in the "Speaker Submission" group, please create a Guest Member account on his or her behalf. Once the guest account has been created, you will be able to select the speaker's profile under "Speaker Submission."*
☐	If primary speaker is a consultant or vendor, it is recommended that you select a client as a presenter.
☐	I am aware if the content presented in my session appeals to attendees with a basic or advanced experience level. Level I (Basic): Sessions intended for those seeking an introduction to best practices and methodologies or additional insight into the subject matter. Sessions at this level are designed to provide fundamentals. Level II (Advanced): Sessions intended for seasoned professionals who want to strengthen their management and leadership skills, foster strategic partnerships and refine problem-solving techniques often required in advanced positions.
☐	Define recommended prerequisites. *Examples include specific software knowledge needed, management experience required, etc.*
☐	I have composed **2 learning objectives** that explain what attendees will *take away* from the session. *Examples of desired learning objective formats are located in the sample submission below and in the submission form.*
☐	I have selected the **Body of Knowledge Competencies** that best align with my session so attendees can easily search for sessions by domain and competencies. If my session touches on more than three primary competencies, I will list them on my abstract form. *Please visit www.aprahome.org/bok for additional information on the Body of Knowledge Competencies. These will also be listed in your submission form.*
☐	I have determined if my session has a **Content Focus Area**. *Content Focus Area's include Healthcare, Higher Education, Caused Based, Environment, All industries or Other*

SAMPLE SUBMISSION

Title:	Building a Data-Driven Forecast
Presentation Description:	Our database is full of great information about our constituents, but are you utilizing this information to inform your organization's decision-making process? Is your organization currently forecasting how much it will raise this year? What about the next year? Your next campaign? This presentation is a case study demonstrating how University Foundation is utilizing data from their database to consistently forecast and report on gift officer metrics and fund-raising progress toward their current campaign while also providing projections for the next campaign.
Body of Knowledge Domain:	Relationship Management
Body of Knowledge Competency:	RM Competency 10: Campaign Management; RM Competency 1: Prospect Pool/Base Analysis; RM Competency 4: Relationship Management Reporting
Learning Objective #1:	Attendees will learn one or more forecasting methods that they can implement in their shops.
Learning Objective #2:	Attendees will learn what data elements assist with accurate forecasting.
Intended Audience Level:	Level I, Level II
Content Focus Area:	Healthcare, Higher Education, Cause-based, Environment, All Industries, Other
Shop Size:	Small, Mid-Size/Large, All Shop Sizes