

# Body of Knowledge

## Prospect Development 2018 Targeted Topic Suggestions



### PROSPECT RESEARCH

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: Valuing Private Companies and their Executives, Building a Successful Grateful Patient Program, Researching Non-Governmental Organizations, International Research - the Middle East or Latin America**



### DATA ANALYTICS

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: Small Shop Analytics, Project Management within an Analytics Shop, Creating Complex Wealth Ratings with Analytics, Tool Specific Sessions (R, Advanced Excel, Tableau, SPSS), Getting Your Data (Ware)House in Order**



### RELATIONSHIP MANAGEMENT

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: Effective Fundraising Relationship Management, Developing Relationships with Gift Officers, Building a Relationship Management System from the Ground Up, Portfolio Optimization in a Healthcare Setting**



### CAMPAIGNS

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: Change Management for Leaders and Managers, Strengthening Faculty Engagement for Campaign Success, Campaign Reporting for Prospect Development, Prospect Development Return on Investment (ROI)**