
President's Column

I have been an APRA member for about 12 years now, and I continue to be happily surprised at our collegiality and community. In the last few months, some opportunities have arisen that I think will expand our community and help many of us individually. Several months ago, I had the chance to co-present a session on prospect research to the Southeastern Wisconsin Chapter of AFP with Shawn Perrin, a Milwaukee nonprofit consultant and APRA-Wisconsin member. This invitation from AFP has blossomed into what I hope will be a great collaboration. But I will need your help.

Southeastern Wisconsin AFP is establishing a Professional Development Series: small groups meeting over a few sessions to train in core fundraising practices. AFP regularly surveys its members' interests, and prospect research was recently identified as an interest by more than 46% of its members. When you consider the important role research plays in other topics – from major gifts, to board development, to campaigns, etc. – the interest could be very high indeed. I would like each of you to consider leading one or more of these small groups. You may be surprised to find out just how much you know! I was a teacher in a former life, and I can vouch that there is nothing quite like it for expanding your own skills, knowledge, expertise, and confidence, all at the same time. The sessions will be hands-on, so you will not need to prepare a presentation or PowerPoint. The groups will be small, so you won't need a microphone, and you probably won't even need to stand. It's a great way to get your feet wet in the wonderful world of training and presenting. More importantly, while telling the story of prospect research, you will be providing a great service to our fundraising colleagues, making new personal connections with Milwaukee nonprofits, and falling in love with some of their missions. What might these sessions look like? Well, perhaps you could spend one session showing how you figure out who to research; one on property research; another on small businesses, corporations and foundations; and wrap it up with a bonus session on stocks. That's just one idea. Email me if you are interested or simply curious. Email me with your ideas. We'll also discuss this when we meet later this month!

This is just the first step in what could be a great partnership between APRA and AFP. As I love to say, "Stay tuned!"

Save the Date – Coming Soon!

Fall Meeting: Friday, September 28, 2012
University of Wisconsin Foundation, Madison, WI



Sonia Gilmore is a grant writer and prospect research professional with more than ten years of experience in development. She is a past vice president and former member-at-large of APRA Greater Houston. Sonia presented at APRA International 2011 with her colleague, metrics analyst Diane Korb, on the topic of "Leveraging Analytics in Prospect Research." Sonia recently returned to full-time grant writing after more than five years as Assistant Director of Prospect Research at The University of Texas MD Anderson Cancer Center – the world's leading cancer care hospital.

Sonia's presentation, "Leads Management by the Numbers," will focus on how the MD Anderson Cancer Center has made significant progress in integrating analytics into prospect research to improve development operations. Her visit to Wisconsin will be a homecoming of sorts, as Sonia earned a master's degree in sociology from The University of Wisconsin-Madison. During her time in Madison, she was active in a number of professional and student organizations and was employed as a research assistant, teaching assistant, and lecturer teaching an introductory course on racial and ethnic minority studies. Sonia's research in sociology focused on demography, social psychology, and women's health.

For further information, or to register, visit www.apra-wi.org/events/aprawifall2012.html. Also, please watch your email and our website for upcoming details about the Spring 2013 meeting (date TBA), to be held at Ripon College.

A Fond Farewell



At right, receiving this year's Presidents Award

Patrick O'Toole of the University of Wisconsin Foundation has tirelessly served APRA-Wisconsin as treasurer and webmaster extraordinaire. Later this month, he will take on a new and exciting professional challenge by becoming Associate Director of Advancement Services at the University of North Carolina at Asheville. As part of a small but growing development office, Patrick will have the opportunity to establish and grow a prospect research and management operation.

True to form, Patrick has prepared two very capable colleagues at the UW Foundation to carry forth his exceptional work for APRA-Wisconsin – Amy Disch (interim treasurer) and Marianne Siess (interim webmaster). Thank you, Patrick, for all that you have done to benefit our chapter!

Chapter News and Meeting Highlights

At our Spring Conference on Friday, April 20, 2012, hosted by Lawrence University, we welcomed Michael Quevli, consultant with Target Analytics™, a Blackbaud Company, and President of APRA International through August 2012. Michael's topic was "Lifecycle of Your Database Screening," but he also spoke at length about the strategic planning that the APRA International Board was conducting. In the afternoon, our own Patrick O'Toole, research analyst at the UW Foundation, presented "Creating an RFM (Recency-Frequency-Monetary) Score with Microsoft Excel." 35 members and friends were in attendance for the Spring Conference – a record for recent meetings! Our meeting quickly turned into Patrick O'Toole Day, with Patrick winning the door prize – a Kindle Fire donated by Target Analytics™. To top things off, at our business meeting, we announced the 2012 recipient of the Presidents Award. In case you have not heard already, that person was Patrick O'Toole! I could devote a whole column to the contributions Patrick made to our chapter over the years, but I will try to control myself here. In short, Patrick has been an exceptional member of our APRA-Wisconsin community, and I am honored to consider him a colleague and friend. Thank you to our host, Luke Brown, for arranging all the onsite meeting details, to Kate Mason for coordinating the event, and to all of our sponsors: Target Analytics™, LexisNexis for Development Professionals, and Lawrence University. A photo album of the Spring Conference – created by none other than Patrick O'Toole – is on our website (www.apra-wi.org/events/aprawispring2012.html).

At our business meeting in April, we also announced our election results. Some things change: Luke Brown, Director of Research and Advancement Operations at Lawrence University, has been elected to the board, and Melanie Rayhorn, Research and Database Coordinator at the Marshfield Clinic and a board member for the last two years, was elected Recording Secretary. And, some things remain the same: Patrick O'Toole was re-elected Treasurer, and I was re-elected as President. Linda Gage, already a board member emerita, stepped down as Recording Secretary this year. Linda's contributions to our chapter have been invaluable. As an emerita board member, she will continue to play a leadership role in guiding our chapter forward.

The APRA-Wisconsin Board met on July 23, 2012 at Marquette University. Our agenda ranged from membership to board composition to communication and events. We will be working on several updates to our bylaws, which will be presented for a vote at our Fall Meeting, as well as some new elements to our membership registration. We capped off the meeting with a tour of Milwaukee's Lakefront Brewery.

-Sarah Bernstein, Marquette University

2012 APRA-WI Scholarship

The APRA Scholarship Committee awarded this year's scholarship to Kate Mason, Database and Research Coordinator at the Meriter Foundation in Madison. Kate has been a member of APRA-WI for two years and has served as Events Coordinator since May 2011. Our scholarship enabled her to attend APRA's 25th Annual International Conference in Minneapolis this past August. Congratulations, Kate! Many thanks to this year's Scholarship Committee members: Ann Yezzi of Alverno College, Kathy Rechner of the Women's Fund for the Fox Valley Region, and Catherine Garvens of the University of Wisconsin Foundation.

Updates from APRA International

Membership

As many of you know, in February I participated in a Chapter Leaders Think Tank in Chicago with other APRA presidents from around the country. It was the first time that APRA brought us all together in the same room (presidents' meetings are conducted via webinars and conference calls). The International board sought chapters' input and ideas as one of the first steps in formulating a new strategic plan for the organization, which might have included some dramatic changes. At our February meeting, everything was on the table.

Fast-forward six months, and at the chapter presidents' meeting during the International Conference earlier this month, it was announced that there will not be any changes to membership rules. Elizabeth Dollhopf-Brown, APRA International President-Elect, stated that APRA will be implementing a "member-centric" model, and will soon be rolling out enhancements to the value of membership for both International and Chapter members. Stay tuned!

2012 Salary and Demographic Survey

Highlights of APRA's recent *Salary and Demographic Survey* were announced at the International Conference in Minneapolis. The complete survey results will soon be available on the APRA International website. There were more than 700 responses. Nearly half of the respondents work in a small research shop (one or two researchers), and only 16% work in an organization with nine or more researchers. The most common job titles are "Researcher" and "Director of Research." Nearly half of us have an advanced college degree. The average length of our research careers is eight years, and the average tenure in our current position is five years. The Northeast and Midwest are the two regions with the greatest number of prospect researchers. Over 50% of us report being satisfied in our position, and 37% of us are satisfied with our pay. Many of us are concerned about the lack of growth opportunities, but the good news is that our salaries are trending upwards.

Upcoming Conferences & Symposia

APRA 2012 Advanced Relationship Management Symposium

November 8-9, 2012

Nashville Marriott at Vanderbilt University, Nashville, TN

Register at: www.aprahome.org/p/cm/ld/fid=257

APRA 26th Annual International Conference

August 7-10, 2013

Baltimore, MD

Call for Presentations: submit by September 28th at www.aprahome.org/p/cm/ld/fid=194

-Sarah Bernstein, Marquette University



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