



Prospect Research for Fundraisers: The Essential Handbook (The AFP/Wiley Fund Development Series)

Jennifer J. Filla, Helen E. Brown

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Essential tools for implementing right-sized prospect research techniques that help nonprofit organizations reach their fundraising goals

Written especially for front-line fundraisers, *Prospect Research for Fundraisers* presents a practical understanding of prospect research, prospect management, and fundraising analytics, demonstrating how research can be used to raise more money. Filled with examples, case studies, interviews, and stories, this unique book is structured around the fundraising cycle and illustrates the myriad of current and ever-changing prospect research tools and techniques available to boost an organization's fundraising effectiveness.

From essential overviews to how-to-search skills, this practical book gives development officers the tools to understand how to use prospect research in ways that best fit their goals for each stage of the fundraising cycle.

- Provides practical insight to understand the best use of each prospect research tool and technique
- Features a companion website with a variety of online tools to help readers implement key concepts
- Part of the AFP Fund Development Series

Prospect Research for Fundraisers provides fundraisers with an understanding of what prospect research is and which resources are available to small organizations that have limited internal capacity, medium-sized organizations building capacity, and large organizations wanting to maximize their strengths. It offers a practical understanding of the relevant tools at the disposal of development officers and managers responsible for hiring, outsourcing, purchasing, managing, and implementing prospect research within their organizations.

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