



July 2018 Newsletter

In This Edition

2018 Apra Indiana Skills Workshop Recap

Developing a Framework for International Prospect Research

New Apra Indiana Board Members

Apra Indiana Memberships 50% Off

Save the Date for the Annual Meeting

2018 Apra Indiana Skills Workshop Recap

Thanks to all of you who attended our Apra Indiana Skills Workshop on June 19 at Purdue University! We had over 50 people in attendance, including 12 non-members! We were excited to have **Elizabeth Crabtree**, founder and president of Crabtree Lane LLC, a nonprofit management and consultancy practice, serve as our keynote speaker and an advanced track presenter. In addition to these great sessions, we had a lively development officer panel and other great content about planned giving, SEC filings, and data analytics.

If you were unable to attend the Skills Workshop, all Apra Indiana members are able to access the presentation materials [on our website](#) under the members only section. In addition to the materials from the Skills Workshop, you will be able to access the handouts and presentations from all of our past conferences. If you are not a member of Apra Indiana, take advantage of our half off membership pricing to access the presentation materials and other resources in our members-only section.

Thank you to all of our Apra Indiana Skills Workshop speakers for sharing your expertise: Elizabeth Crabtree, Kristen Noel, Marcus Knotts, Ralph Rohrer, and Cathy Spieth. If you have future topics that you'd like to see at an Apra Indiana conference or would like to serve as a presenter, contact [Stephanie Brouwer](#). We look forward to seeing you all at our next event!

Developing a Framework for International Prospect Research

By Kristen Noel, KANoel@prf.org

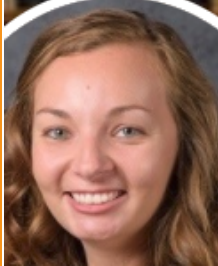
An important first step in creating an international research strategy is to identify your organization's key strategic countries. Important considerations include the number of constituents, confirmed major gift capacity, and previous giving and contact. Once you identify these countries, you can then create a research strategy that might include updating data, creating country-based prospect lists, and completing wealth and gift capacity analyses based on fundraiser feedback.

It is also imperative to study the cultural, political, and socioeconomic factors that shape an individual's philanthropic choices. Helpful global philanthropy resources include the Charities Aid Foundation's World Giving Index, Alliance Magazine, and IUPUI's Global Philanthropy Environment Index.

Searching by native language, especially with names, can yield better results and minimize discrepancies in translation. At Purdue, we created a foreign language database of Purdue-specific search terms to better facilitate

prospect discovery. Google Chrome also offers an advanced search feature that can filter language and source location.

In addition, understanding cultural naming practices can reveal information regarding a potential prospect's family lineage as well as social and marital status. A helpful resource is INTERPOL's "A Guide to Names and Naming Practices." To decipher the distribution of wealth and power within a family, my favorite resources include biographical articles, annual reports, and shareholding documents.



Kristen Noel joined the Purdue Research Foundation as a research analyst in 2015. In her current role, she specializes in international and foundations prospect research. She earned an MA in history and a BA in political science and history from Purdue University. When she's not at work, Kristen enjoys traveling, gardening, and playing with her puppy, Gidget.

New Apra Indiana Board Members

We are pleased to introduce our two new Apra Indiana Board members, Kristen Meierhoff-Medina and Abby Lundquist, who joined the board on July 18. Here's a little more information about them:



Kristen Meierhoff-Medina

Senior Director of Prospect Research and Management at DePauw University

*Favorite book/TV show: With my seven-year-old son, right now we are reading *The Adventures of Tom Sawyer*, and *I Love You to the Moon and Back* with my four-month-old daughter.*

Having served in a research role for the last 10 years, Kristen is extremely excited to join the board and to specifically help guide the mentorship program. A long time member of Apra chapters across the country, Kristen looks forward to contributing her time to such a valuable organization that benefits our profession in an innumerable amount of ways. As a former frontline fundraiser having worked in big and small shops alike, Kristen is excited to bring that diversity of experiences to the Apra Indiana Board.



Abby Lundquist

Prospect Research Specialist at Ball State University Foundation

*Favorite book/TV show: Abby loves reading, so choosing a single book is difficult, but she would say *Feminist Queer Crip* by Alison Kafer. Her favorite TV show is a toss-up between *Atlanta* and *Dear White People*.*

What excites Abby the most about joining the board is that Apra Indiana has been instrumental in guiding, developing, and nurturing her research skills; Abby is thrilled with the opportunity to continue to pay it forward. As a Ball State employee, she tries to emulate Beneficence, the institutional icon who symbolizes generosity. Giving back to an organization that has done so much for Abby is thrilling!

Apra Indiana Memberships 50% Off!

Did you know that you could become an Apra Indiana member for just \$15? All memberships are now half off for the remainder of 2018! As a member, you will receive discounted programming rates, access to past conference materials and presentations, mentor/mentee relationships, and more!
[Click here to join today!](#)

Save the Date for our Annual Meeting!

Mark your calendars for our Annual Meeting, which will take place on Tuesday, December 4 from 10am until 3:30pm at the Indiana University Foundation. We are currently working on a great lineup of speakers and will also be celebrating a great year with Apra Indiana! Look for more information to be sent in the fall!

