



April 2016

APRA-IN NEWSLETTER

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Get Involved

Update your member profile

Members: Make sure to fill out the 'What Year did you Join APRA-IN' field in your profile. We have exciting awards to present to members!

Join APRA-IN

The Prospect Research profession is more important now than ever before, and you *can* make a difference at your organization. Membership in APRA-IN entitles you to:

- Discounted programming rates

Prospect Research: How to Dig for Information (and When to Stop)

By: Jennifer Filla

How many times have you heard a prospect research professional tell a story about how she dug just a little deeper out of curiosity and found the key piece of information that her gift officer used to make a successful solicitation?

We all want to be the hero researcher who expertly identifies the right information. But the truth is that most of the profile research we do is pretty routine. And for many of us craving the excitement of a scintillating find, we spend far too much time unraveling threads of information that have no substantial benefit to our work.

How do we avoid falling down the rabbit hole?

[Continue Reading \(This article from Donor Search.\)](#)

Awards

Board of Directors

[Sarah Johnson](#), President
[Cathy Spieth](#), Vice President, Awards Chair, Scholarship Chair
[Laura Hinkley](#), Treasurer
[Abby Christensen](#), Secretary, Nominating Chair
[Stephanie Brouwer](#), Webmaster
[Jennifer Book](#), Communications Chair
[Tanya Ford](#), Membership Chair
[Neal Quandt](#), Mentorship Chair
[Susan Fetscher](#), Programming Chair
[Emily Davis](#)
[Deena Keasey](#)
[Hugh Resnick](#)
[Ralph Rohrer](#)

Board Spotlight: Hugh Resnick



Hugh.Resnick@uwci.org

Senior Research Analyst
United Way of Central Indiana
Indianapolis, IN

*Mentorship Committee, Awards Committee,
Event Committee: Skills Workshop*

My skills and experience that would benefit APRA-IN:

Though I am relatively new to the prospect research field, I have been involved with non-profits for over 20 years, mostly in the arts,

- Access to experienced mentors
- Networking opportunities
- Leadership opportunities
- Access to a vast network of professional colleagues!

Membership is open to all researchers, prospect management professionals, front-line fundraisers and others who have an interest in the field of prospect research and seek to foster a positive association with the philanthropic community.

Get matched

Join our [mentorship program](#) [Mentorship](#) is a benefit of being a paid APRA-IN member. Mentorship matches will be created based on areas of interest and experience levels.

Communication can be via e-mail, telephone, face-to-face meetings or any combination - it's up to the mentor and mentee. Relationships will last as long as both parties find them beneficial.

Please note that is it possible to have a mentor and also be one.

Volunteer

Support your [chapter](#) Interested in volunteering at the APRA-IN Spring Conference? Email us at apra.indiana@gmail.com.

FREE Admission

Yes, we said free! APRA-IN offers the Kathy K. Wilson Educational Scholarship Award to members who want to grow in the research profession. The scholarship funds will cover the admission fee to one of our events this year.

To apply, please fill out our [online application](#) by April 15, 2016 to be eligible to win. If you have any questions, please call Cathy Spieth at 317-921-1346.

working in ticketing, marketing and development. Recently, my focus has been on bringing Big/Medium Data to bear on the predictive analysis of corporate fundraising campaigns. I presented on linear regression at the Fall 2015 APRA-IN Skills Workshop in Bloomington. I've been an adjunct instructor at SPEA at Indiana University, and have an MBA in marketing and decision support modeling from the Kelley School of Business.

What book are you currently reading?

"Writing Life Stories: How to Make Memories into Memoirs, Ideas into Essays and Life Into Literature," by Bill Roorbach

Favorite vacation spot?

The Northwoods of Wisconsin

Hobbies

Singing and composing music

An unusual/fun fact about you

I drove the Official FIFA film crew around Chicago for the 1994 World Cup.

Spring Conference

Date: May 10, 2016

Time: 9 a.m. to 3 p.m.

Location: University of Indianapolis

Join us to hear featured speaker Bob Swaney, Founder & CEO of Robert Swaney Consulting, discuss organizational confidence and its role in fundraising. "Vision, strength, relevance and influence are core to creating organizational confidence" - see Bob's [blog](#) for a sneak peak.

Registration for the conference is now [open!](#)

Committees

There are several ways to become involved in APRA-IN, including serving on a committee. Below, you can find descriptions of the committees. If you are interested in helping out on a particular committee, contact the committee chair.

Awards

The awards committee works to recognize members for their dedication to the prospect research industry. There are two specific awards the committee publicizes, reviews applications for and awards on an annual basis. These are the Kathy K. Wilson Scholarship and APRA-IN Service Award. The Kathy K. Wilson Scholarship allows a member to attend an APRA-IN event free of charge. The Service Award recognizes individuals who have made significant contributions to the field and the APRA organization. Additional awards may be developed and awarded if agreed upon by the committee and the Board.

Chair: Cathy Spieth

Programming

The programming committee is responsible for planning and executing three events each year for APRA-IN. Those events include the Spring Conference, Skills Workshop and Annual Meeting. The planning for these events includes everything from choosing a date and reserving space to scheduling speakers and setting menus. The committee also works the day of the event, or secures volunteers to help, in order to make sure everything runs smoothly for all attendees. Each event has a coordinator who works with the committee members and other volunteers to ensure that each event is a success – providing education and networking for the attendees and representing APRA-IN in a professional and organized manner.

Chair: Susan Fetscher

Communications

The communications committee works to provide detailed and thorough communications to the entire Indiana chapter through quarterly newsletters, email updates and social media. The committee works with other researchers and data analysts to provide new and helpful articles to improve the skills and knowledge of our members, provide updates on upcoming events, recognize our members and share the work of the entire chapter. As a member of the committee, you have input into the content and design of the newsletters and social media posts and work with other committees to help promote their activities through email updates.

Chair: Jennifer Book

Membership

The membership committee is tasked with retaining current members by stewarding their relationship with APRA-IN and with increasing overall membership numbers. This committee works with all other committees to relay questions, concerns, accolades and suggestions from members. Our membership is our foundation. This foundation must be maintained, which provides the opportunity for committee members to work with our colleagues in Advancement all year long.

Chair: Tanya Ford

Mentorship

The mentorship committee works to create beneficial working relationships between APRA-IN members. The purpose of these relationships is the diffusion of research-related skills and knowledge in order to help members be more efficient and proficient researchers. Members of the committee try to pair mentees with mentors who will help them achieve their research-related goals.

Chair: Neal Quandt

Nominations

The nominations committee works to identify and recruit new board members for APRA-IN. Participation in this committee provides the opportunity to establish and maintain relationships with other APRA-IN members. Essential duties include working with other board members to determine possible new members, reaching out directly to prospective members and working to streamline and improve the board member application process. Additionally, members of this committee may be asked to develop surveys and collect data on potential volunteer participation among APRA-IN members.

Chair: Abby Christensen

Upcoming Events

Title	Date	Location	Featured Speaker
APRA-IN's Spring Conference	May 10, 2016	University of Indianapolis, Indianapolis, IN	Bob Swaney
OverDRIVE 2016	May 17-18, 2016	Hyatt Regency Bellevue, Seattle, WA	Joshua M. Birkholz and Marianne Pelletier
APRA Regional Conference (ARC)	June 6-8, 2016	Marriott O'Hare, Chicago, IL	
Prospect Development 2016: APRA's 29th Annual International Conference	July 27-30, 2016	Gaylord Opryland Resort & Convention Center, Nashville, TN	Risa Mish
APRA-IN's Skills Workshop	August 11, 2016	Earlham College, Richmond, IN	Bond Lammey
APRA-IN's Annual Meeting	November 3, 2016	Taylor University, Upland, IN	

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