

December 2018 Newsletter

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2018 Apra Indiana Annual Meeting Recap

Thanks to all who attended our Apra Indiana Annual Meeting on December 4 at the IU Foundation. We had 50 people in attendance, including 10 non-members! We were excited to have Jacquie Ackerman from the Women's Philanthropy Institute, who shared research trends and great insights about women's philanthropy. Check out the great work the Women's Philanthropy Institute is doing by visiting [their website](#). Additionally, we had five development officers from various organizations share their knowledge in a lively 90-minute Q&A roundtable discussion. Thanks to Michael Lofton from Butler University, Emily Trinkle and Diane Buzzell from the IU Health Foundation, Pamela Fairchild-Clark from Riley Children's Foundation, and Meagan Niese from the Community Foundation of Bloomington & Monroe County.

If you were unable to attend the Annual Meeting, 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 Annual Meeting, 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, [join today](#) to access the presentation materials and other resources in our members only section.

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 at our next event!

The Purple Dress of Development

By Sarah Richards, Ohio Prospect Research Network Board Member

In 2015, a photo of a dress went viral when viewers disagreed on whether the dress was black and blue or white and gold. The phenomenon showcased the difference in human color perception. Yes, a difference of perception. Views of the dress were not right or wrong, they simply had

different perceptions. Sound familiar? Let's put this in the perspective of development. A Prospect Development professional and a Development Officer have a meeting. The Prospect Development professional thinks a donor should be asked to support the cause with a \$1,000,000 gift. But, the Development Officer thinks the same donor should be asked to make a gift of \$500,000 to further the mission. They are talking about the same donor, so why do they come up with different gift suggestions? Similar, to the color of the dress, the Prospect Development professional and the Development Officer have different perceptions.

The common perception differences between Prospect Development professionals and Development Officers led a team of Prospect Development professionals in Ohio to conduct a survey to look deeper into these different perceptions. The individuals who conducted this survey were connected through a common Prospect Development group called OPRN (Ohio Prospect Research Network). The survey was led by Sarah Richards from The Dynamic Catholic Institute, Jane Owsley from The University of Cincinnati Foundation, and Kimberly Rodstrom from Kent State University with special thanks to Becky Fullmer from the University of Cincinnati Foundation. These four women came from different organizations and backgrounds, which helped them look at the survey and data from various viewpoints.

There were 145 people who participated in the survey, 71% of respondents were Prospect Development professionals and 29% were Development Officers. The respondents were most likely to be female prospect development professionals having been in their careers 10+ years and working for urban organizations in higher education located in Ohio. However, respondents still represented a good mix of individuals, locations and organizations.

Overall, both Development Officers and Prospect Development professionals said that prior giving was the most important factor considered when deciding the size of a gift to ask a donor to make, with the second factor affinity to the organization and then hard assets. However, the order of those three factors varied when broken down by organization type, male vs. female, and Development Officers vs. Prospect Development professionals.

Everyone is different in the way that they view different factors in determining a donor's ask amount. Thus, it is still helpful for Prospect Development professionals to know what indicators are most important to a Development Officer, so they can provide leverage when Prospect Development professionals share information about a prospect. For example, if a particular Development Officer values and rates a prospect higher based on hard assets, then the Prospect Development professional should highlight the prospect's hard assets in the meeting.

In the survey, communication style and preferences were also evaluated. For both Development Officers and Prospect Development professionals, in-person strategy sessions were the most preferred way to share information when determining a prospect ask amount. However, when looking at the second preferred style of communication, Development Officer's preferred email and Prospect Development professionals preferred notes in the database. Looking at the different ways both perform their jobs, this discrepancy makes sense. Development Officers are often on the road meeting with donors and it is easier for them to communicate by email. Similarly, Prospect Development professionals spend most of their time in the database.

Overall, affinity to an organization, especially prior giving, was the leading factor considered when determining the ask amount, above identified capacity. Everyone is different and it is important to highlight the factors that are valued most by the specific individual. Additionally, in-person strategy sessions were the most preferred way to share information when determining a prospect ask amount. If those methods cannot take place, Development Officers prefer to receive information by email and Prospect Development professionals prefer to share information by entering it in the database. The insight found through this survey is interesting, but it is important to open a

conversation in your office to determine what factors and communication styles work best for the individuals on your team because black and blue or white and gold, it is still a beautiful dress.



Sarah Richards is the coordinator of prospect research for The Dynamic Catholic Institute. She has previously worked in prospect research for higher education at Ave Maria University in Naples, Florida and Otterbein University in Westerville, Ohio. She is a board member of OPRN, a member of AFP, and has spoken at the NEDRA Prospect Research conference in New Hampshire.

2019 Apra Indiana Board

We are pleased to welcome four new members to the Apra Indiana board: Libby Feil from the Franciscan Health Foundation, Kent Shoultz from the Purdue Research Foundation, Sabrina Stradtner from Valparaiso University, and Amanda Nelson from DePauw University.

[Click here](#) to view the full list of 2019 Apra Indiana board members. We are excited to serve you in the upcoming year!

Thank you to the following Apra Indiana board members, Laura Hinkley, Tanya Ford, and Cathy Spieth (pictured below, left to right), who will be rolling off the board at the end of 2018. We appreciate your service!



Apra Indiana 2019 Memberships

Make sure to renew your 2019 Apra Indiana membership! 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!](#)

Get Involved with Apra Indiana!

Are you looking for a great, low-pressure professional development opportunity for 2019? Apra Indiana is looking for volunteers to get involved! We'll take whatever time you have, whether it's serving on the board or a committee.

[Contact us to learn more!](#)

