



President's Message



Jason Boley

APRA-IN President & Assistant Vice President, Development Operations at Riley Children's Foundation

In February I had the pleasure of attending the APRA Chapter President's Summit in Chicago. This is now an annual event instituted by APRA International to share best practices with chapters and to share ideas with one another. I'm happy to report that this year went very smoothly and there was a real air of congeniality around the event. I am amazed by the commitment that chapters show by committing the resources to have representatives attend from around the country - coast to coast, and even Canada! We are very fortunate to have the APRA headquarters right in our own backyard in this respect.

While I took away several good points from the summit, one of the biggest takeaways was from a discussion facilitated about the book *Race for Relevance*. The book outlines six key challenges that are facing associations like APRA-IN and APRA International.

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APRA-IN Annual Meeting Recap



By: Kate Kiser

APRA-IN board member
Prospect Research/Database Manager
Methodist Health Foundation

This year the APRA-IN Annual Meeting took place on February 15 at the Children's Museum in Indianapolis. We gathered together to review 2012, and look ahead to the activities of 2013.

APRA-IN President, **Jason Boley**, covered the highlights of our chapter's previous year:

- ❖ 10 APRA-IN board meetings were held
- ❖ Bylaws revised
- ❖ Successful Basic Skills Workshop in partnership with APRA-IL
- ❖ 2 new brown bag, informal events held
- ❖ Participation in Indiana Philanthropy Day
- ❖ Jason's participation in APRA's think tank group
- ❖ APRA-IN dinner @ APRA International's Annual Conference

And looking ahead...

- ❖ APRA-IN is in better fiscal health
- ❖ 75 members strong with a health mentorship program
- ❖ Thanks to our outgoing APRA-IN board members Laura Hinkley, Amy Westguard, and Sue Bonneau
- ❖ Welcome newbs: Jeanette Shown, Karen McTague, Sarah Johnson, Susan Fetscher, and Jeremy Sheiko
- ❖ APRA-IN FALL CONFERENCE is back!
- ❖ Introducing Webinars presented by APRA-IN (see page 6 for details)

Of course, we had fun too! Attendees were able to meet and interact with the new APRA-IN board members, catch up with each other, and learn from two speakers—Dr. Patrick Rooney and APRA-IN's own Jeanette Shown.

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These are realities of today that did not exist 25 years ago for professional associations:

1. Value Expectations - members expect value for their membership.
2. Generational Differences - younger generations are frustrated with traditional membership models and expect ownership opportunities in exchange for their time.
3. Competition - associations used to have little to no competition. Today, the Internet, trade presses, interest groups and the like provide plenty of competition for associations.
4. Market Structure - consolidation is the trend in most markets, and key companies have the resources to supplant professional organizations. But companies cannot act as independent voices.
5. Technology - associations tend to lag behind in technology and face a lack of resources and expertise to implement technology.
6. TIME - people now value time more than money. People are working 568 more hours a year than they did in 1979. Work/life balances are difficult, and people lack the time to volunteer.

These sobering facts were fresh in my mind as APRA-IN board members met for a planning session just last week to finalize plans for the year and confirm assignments. It was truly rewarding to me to look around the table at one point and give thanks for the individuals that are volunteering their time to make our professional organization, and our profession, better. **Each member of the board donates their most precious resource - time - and quite a lot of it. For that I am personally thankful.**

Likewise, it was rewarding to see that while we may not have all the answers, I believe that we are at least trying to address many of the issues listed above. **We have an ambitious programming schedule this year. We have finally been able to procure the technological resources to deliver live web content to members, and we anticipate having two online gatherings this year.** Our board is multi-generational and has a good mix of new and seasoned professionals. We are maintaining some key strategic partnerships with our sister organizations to expand our visibility in our market.

Finally, if you have read this far, I would argue that you too have a vested interest in APRA-IN. While we are fortunate in the present, we constantly need volunteers for sharing content, help organize events, or to simply attend and share their time with others. **I hope that you will consider donating as much of your time and talent as you are able this year to make APRA-IN a more vibrant organization.** Don't be afraid to speak up! Thank you—here's to an excellent year for APRA-IN.

Dr. Rooney gave us a history lesson on the creation of the new Indiana University School of Philanthropy. He described the goals of the new School and gave an overview of programs that are offered. Dr. Rooney made a point of emphasizing the degree programs at the IU School of Philanthropy—three of which are the first in the world. He ended his presentation with a lively discussion (riddled with admittedly bad puns) on philanthropy trends based on the Giving USA 2011 study.

The School of Philanthropy is the largest, most comprehensive, and world-renowned academic center focused solely on philanthropy and nonprofit management in the world. For more information on degree programs and professional training, visit <http://www.philanthropy.iupui.edu/why-study-at-the-school>.

Jeanette Shown rounded out the Annual Meeting by giving us a different perspective on donor research and development. She showed us a game! Jeanette presented on the ability to apply game theory to prospect research and donor development; and she walked us through a game scenario to demonstrate how to develop donor strategies with development staff. This was a fascinating introductory overview to a compelling topic. For more information, contact Jeanette at Jeanette.Shown@culver.org.

*A special thanks to **Haley Whalen**, who gave us a great deal on the space and took care of the logistics for the day. Thank you, Haley!*

APRA-IN Happenings JOB CHANGE

Karen McTague has joined the Second Harvest Food Bank of East Central Indiana as their new Development Director. She previously held a similar post at Blackford County Community Foundation. Karen is a current APRA-IN board member and served on the board in the past both as Secretary and President.

Congratulations Karen!

Have some news to share? Contact Kate Kiser at kkiser@iuhealth.org.

Write Something!

Would you like to contribute something to *Profiles*? If you have a topic of interest or an opinion piece, please share with us. Contact Kate Kiser at kkiser@iuhealth.org to submit your idea.



Researcher's Corner

What Is Wolfram Alpha?

By: Jeremy Sheiko

Research Associate, Purdue University

Wolfram Alpha is a powerful, free search tool with the ability to help you find nearly any piece of factual information you could possibly think of. It has great potential as a resource for prospect researchers, but understanding what it is and how it can be used is the key to unlocking that potential, and avoiding a great deal of frustration in the process.

Wolfram Alpha calls itself a "computational knowledge engine;" let's explore what that means. Traditional search engines like Google and Bing constantly trawl the Web and catalog sites, adding them to directories. They use complex algorithms to display pages to you, based on your search terms, which are likely to contain the information that you are trying to find. Included in these factors is how often other people have clicked on links from search results containing the same or similar terms as yours, so the results are influenced by what other people are looking for.

Wolfram Alpha, on the other hand, relies completely on licensed databases and information that is entered, tagged and cataloged by Wolfram itself. All the information is vetted for accuracy. That information is factual in nature; Wolfram Alpha is designed for you to ask it a question and get an answer that is factually correct. You may already understand what a useful resource this could be in our industry. To illustrate, let me ask you a question. Have you ever needed to give an estimated salary for a prospect based on their job title? It's an easy search when using Wolfram: enter the job title into Wolfram Alpha and it will give you the median wage, as well as the 50% and 80% salary ranges for that job title, and will tell you the year that the data came from. Or, enter in a city or state along with the job title and they will narrow the data presented to that geographic region.

Wolfram Alpha also has demographic information that can be queried a variety of ways, including by geographic region. For example, enter 'ZIP 12345' and you will receive multiple pieces of valuable data for that zip code, including an average home value and average household income. Using the name of a metropolitan area will allow you to quickly identify neighboring cities/counties to include when searching for prospects in your database.



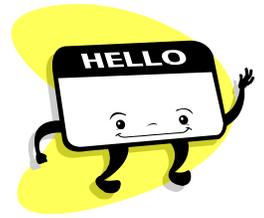
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Missed a Newsletter?

To browse archived newsletters, visit the newsletter section in the members only area of www.apra-in.org.

New Member Profile

Compiled by
Shanelle Burns
APRA-IN board member
Director of Research and Prospect
Management,
Valparaiso University



Meet....Julia Sloop



Julia Sloop works as the Development, Events and Research Coordinator for Park Tudor School in Indianapolis. Prior to this position, Julia worked as a Special Projects Coordinator for The Salvation Army where she planned city-wide social service events including "Coats for Kids" and "Toy Shop." She also worked at the Salvation Army homeless shelter where she was responsible for social media, giving tours to current and potential donors, managing volunteers and running a mentoring program for the kids living in the shelter.

Julia's current role is split in three ways. She performs research on current and potential donors to the school, tracks prospect progress, and is responsible for the planning and execution of development and alumni events, both at the school and regionally. She also does a substantial amount of stewardship for Park Tudor's donors, managing a mailing committee and providing social media content relating to the school's alumni and history. Working in a variety of roles and managing multiple projects is what Julia says she likes most about her job.

In her free time, she enjoys cooking and eating good food, drinking wine, vacationing in Michigan, gardening, cats, and travel. She and her husband have five bikes between the two of them, one of which is a fun vintage tricycle with super tall handle bars. Julia is an Indiana University alum and holds a B.A. in Spanish with a minor in Theater.

Welcome New Member:

Whitney Jones
Research Assistant
Ball State University

Currency conversion, historical stock prices, major financial indices, and mutual fund data are among some of the other useful data that can be accessed quickly through Wolfram Alpha. The best way to identify what is available is through the 'Examples' pages that they offer on their site.

Wolfram Alpha is a powerful, but limited tool in the Prospect Researcher's arsenal. It can be difficult to use at first, but once you learn its capabilities, it helps to fill a niche by providing general, more broad-based indicators of wealth that are often difficult to find and that are sometimes needed when more specific information is unavailable.

For help getting started, I recommend the previously mentioned [examples](#) page, as well as the [Wolfram Alpha blog](#) and the [Wolfram Alpha Youtube channel](#).

Jeremy Sheiko is a new APRA-IN board member and serves on the communications committee. He joined the Development Research Services team at Purdue as a Research Associate in September 2007.

CALLING Experienced Researchers...

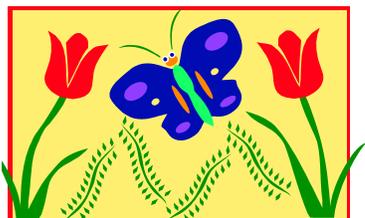


Are you willing to share your prospect research knowledge? We would love to have you participate in or rejoin the **APRA-IN's Mentoring Program!**

APRA-IN's Mentoring Program pairs new researchers with veteran research professionals on a one-to-one basis. The role of the mentor is to provide information on resources, provide professional advice/support, act as a sounding board for ideas, be a confidant, and allows mentees to job shadow, or does other training as negotiated between the mentor/mentee.

New members will now have Mentors assigned to them as they join the APRA-IN chapter. If you are seeking a mentor, please let us know!

If becoming a mentor interests you or if you would like to learn more about the APRA-IN Mentoring Program, please contact: **Felisa Javier-Holt** via e-mail at felisa.javier-holt@rose-hulman.edu.



Update Your Information

Have you recently changed jobs? Has your phone number or e-mail address changed? Have we misspelled your name in our records?

You can fix it!

Update your information on the APRA-IN web site.

Go to:

www.apra-in.org/member99/update.php

Click on "Update My Personal Information"

Password & Address CHANGES

Update your records!

To access the members-only section:

User name: apra-in
Password: apra-in2468

Visit <http://www.apra-in.org/> to stay involved in APRA-IN.

The new mailing address for APRA-IN is:
PO Box 186
Camden, IN 46917

Wanted: Expertise

APRA-IN is looking for presenters (or co-presenters) to speak at future APRA-IN events, and in the general fundraising community. We have the technology and will help with all your coordination needs. We just need your time and kernels of wisdom!

This is an excellent opportunity to build your professional experience in a very encouraging and supportive environment.

Interested? Questions?

Please contact **Sarah Johnson** at sarkjohn@indiana.edu

Introducing.... The APRA-IN Advanced Researcher Seminar

We've listened, and we have a GREAT event in the works for you know-it-all-but-need-to-be-even-more-clever-Researchers.

Jackie Knotts and Cathy Spieth (thank you, ladies!!) are developing an advanced prospect research seminar to build upon the basic skills workshop that APRA-IN offers.

Details

When: June 6, 2013 – full day event.

Where: United Way of Central Indiana, 3901 N. Meridian Street, Indy. Parking is free!

Cost: TBD

Content: TBD

What do you want to learn at this event? We are still looking for members interested in helping make this a fabulous seminar. Please contact Cathy at 317-921-1346 or Cathy.Spieth@uwci.org to volunteer or offer up your ideas.

Save the Date!

APRA's 26th Annual International Conference

Prospect Development 2013: Inspiring, Educating and Connecting

When: August 7-10, 2013

Where: Baltimore, MD; [Baltimore Marriott Waterfront](#)

[Register today](#) for APRA's 26th Annual International Conference. You will access education tailored to professionals in prospect research, relationship management, prospect management, data analytics, advancement services and fundraising. And you will have several formal and informal networking opportunities at the opening reception and roundtable networking event, before and after sessions, and in the exhibit hall.

Conference highlights:

- ❖ 47 expert-led [education sessions](#)
- ❖ 12 [pre-conference workshops](#)
- ❖ [New Researchers](#) and [Data Analytics](#) symposia
- ❖ [Keynote speaker](#), Jon Duschinsky
- ❖ TED-style roundtable talks and networking event
- ❖ Vendor seminars
- ❖ Dedicated Exhibit Hall hours

BASIC SKILLS WORKSHOP

Build a strong foundation



New to Advancement Research and not sure where to start? We can help!

The Basic Skills Workshop is given in partnership with APRA-IL and addresses elementary research techniques and issues. It is geared for those new to Advancement Research and gives you a solid foundation to start from. This workshop serves as a great refresher course as well, and provides a perfect overview of prospect research for development professionals.

Details

When: June 13, 2013

Where: Loyola University, Chicago (Lake Shore Campus), 1032 W. Sheridan Road.

Cost: TBD (lunch will be included)

There are 2, possibly 3, speakers lined up ready to present on data analytics, data management, and corporate research. Stay tuned for more information and registration details!

Want to attend an APRA-IN Event for FREE?

*Apply for the Kathy K. Wilson Educational
Scholarship!*

The scholarship is awarded to an APRA-IN member and covers fees for a future all-day APRA-IN event. There are a lot of events scheduled for 2013, so get your application in. To be eligible you must be an APRA-IN member in good standing.

Download the application from the APRA-IN web site at <http://www.apra-in.org/scholarship.php>.

Send completed forms to Roberta Werman at Roberta.werman@bethelcollege.edu.

To be considered for the Kathy K. Wilson Educational Scholarship, **please submit your application by 5/1/13.**

Upcoming Programming

| WHAT | WHEN | WHERE |
|--|-----------------------|--|
| APRA-IN Advanced Researcher Seminar | June 6, 2013 | United Way of Central Indiana 3901 N. Meridian Street, Indy. |
| APRA-IN Basic Skills Workshop in partnership with APRA-IL | June 13, 2013 | Loyola University, Chicago (Lake Shore Campus), 1032 W. Sheridan Road. |
| Data Visualization WEBINAR Given by: Jackie Knotts & Jeremy Sheiko, Purdue University | May 22, 2013 | Your computer! |
| APRA International's 26 th Annual Conference | August 7 - 10 2013 | Baltimore, MD; Baltimore Marriott Waterfront |
| WEBINAR - What We Learned at the APRA Conference | September 2013 | Your computer! |
| APRA-IN fall Conference (it's BACK!) | October 4, 2013 | TBD |
| Indiana Philanthropy Day | November 15 2013 | TBD |
| APRA-IN Annual Meeting: Holiday Cheer (2013 in Review - Looking ahead to 2014) | December 6, 2013 | TBD |

Registration information will be sent out closer to the events.
Check the APRA-IN website at www.apra-in.org for event details.
Online registration is available for all events.

Profiles is a quarterly publication of the Indiana Chapter of the Association of Professional Researchers for Advancement.

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APRA-IN is the Indiana chapter of the Association of Professional Researchers for Advancement (APRA), an international professional association of development research and prospect management professionals. We are proud to be the first organized state chapter, founded in 1988.

