

# Prospect Identification and Research

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# What is Prospect Research?

*Prospect research is a technique used by nonprofit organizations to learn more about potential or existing donors' personal backgrounds, giving histories, wealth indicators, and philanthropic motivations to evaluate a prospect's ability to give (capacity) and warmth (affinity) toward an organization.\**




# Where to Find Prospects

- ▶ Your organization's donor database (data mining)
- ▶ News articles (local newspaper, Business Journal, Book of Lists, [Business North Carolina](#))
- ▶ Board member referrals
- ▶ Event attendees/ticket buyers
- ▶ Corporate sponsors of similar organizations - top executive may have an interest
- ▶ People who give to similar organizations (donor rolls)
- ▶ Board members of similar organizations
- ▶ Volunteers



# A Note on Corporate/Foundation Research

- ▶ This is a specialty all its own!
- ▶ Look to other orgs like yours to see who has given them gifts
- ▶ Look at 990s for big foundations - [Propublica](#) is a current fave
- ▶ [FDO Professional](#) is paid - but available at many local libraries!
- ▶ Explore websites of local community foundations & grantmaking institutions - they often have lists of grants made
- ▶ Press releases from “CSR” section of corporate websites
- ▶ 

# Building a Research Profile



**John "Sonny" S. Doe, Jr.**

**123 Country Club Rd.**

**Greensboro, NC 27455**

**(336) 123-4567**

**[sonny.doe@starshine.com](mailto:sonny.doe@starshine.com)**

**Prepared by Rachael Walker**

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# Where to Find Contact Info

- ▶ [Whitepages.com](http://Whitepages.com)
- ▶ Sometimes at company website
- ▶ Sometimes social media
- ▶ **Google**




# Building a Research Profile

## Education

UNC Greensboro	BS– Biology	1982
North Carolina State University	MS – Biology	1985

As a student at UNCG, Mr. Doe played on the men's baseball team and was a member of Sigma Alpha Epsilon.

# Where to Find Education

- ▶ Social media
- ▶ Specialty websites ([Martindale](#) for attorneys, [NC Medical Board](#) for physicians, etc.)
- ▶ [Business Journal](#) or local newspaper profiles, news articles, board biographies, etc.
- ▶ 





# Building a Research Profile

## Family

Spouse: Mary Jones-Doe, co-owner of Starshine Education Services

- Bachelor of Science in biology, UNC Greensboro, 1982
- Master of Science in health administration, Rochester Institute of Technology, year unknown
- Previously worked as health care administrator for UNC Hospitals and served on adjunct faculty at NC State and Durham Technical Community College
- Co-chair of Cary Academy Parent Campaign 2014-2015

Children:

- James Doe, 29 years old, Cary, NC
  - Chemistry teacher, Cary Academy
  - Bachelor of Science in chemistry, North Carolina State University, 2008
  - Married to Paula Doe, English teacher at Cary Academy
    - One child, Paulette, born in March 2015
- Elizabeth Doe, 24 years old, Winston-Salem, NC
  - Master of Business Administration student at Wake Forest University
  - Bachelor of Arts in English, *summa cum laude*, Wake Forest University, 2014
- John Doe III, 21 years old
  - Psychology major at UNC Chapel Hill, graduating spring 2021; soccer player

# Where to Find Family Info

- ▶ Social media (but DON'T friend someone just to creep on a private profile!)
- ▶ [FamilySearch.org](https://www.familysearch.org) (free, but login required)
- ▶ [Ancestry.com](https://www.ancestry.com) (public library)
- ▶ [Triad Business Journal](#) profiles
- ▶ [Google](#) (marriage announcements, birth announcements, obituaries)

# Building a Research Profile

## Job History

### Highlights

- As a teacher, worked in school systems in the Triad and Triangle, including Carrboro-Chapel Hill Schools, Guilford County Schools, and Winston-Salem/Forsyth County Schools
- Co-founded two companies, Starshine Education Services and Education Solutions LLC
- Served on adjunct faculty at NC State
- Peace Corps Volunteer in Guatemala; dates unknown

Education Solutions, *Co-Owner*

Cary, NC


2004-present

Starshine Education Services, *Co-Owner*

Cary, NC

1992-present

# Where to Find Business Info

- ▶ Social media
- ▶ [NC Secretary of State](#) - for business ownership
- ▶ ReferenceUSA.com (through the library)
- ▶ Newspaper and magazine articles
- ▶ [Martindale](#), [FindLaw](#) (attorneys)
- ▶ [Investment advisors](#) (SEC)
- ▶ State licensing boards ([NC Medical Board](#), etc.)
- ▶ 

# Building a Research Profile

## Real Estate

Mr. and Mrs. Doe have real estate assets valued in excess of \$2.5 million.

- Primary residence in Greensboro, NC, consisting of two adjacent parcels valued at a total of \$849,000
- Residential property in Palm Harbor, FL, valued at \$1.4 million
  - Part of the Innisbrook Golf Resort
- Commercial property, Greensboro, NC, valued at \$860,000
  - Site of Starshine Education Service's conference center

# Where to Find Real Estate Info

- ▶ [County tax assessor](#)
- ▶ [Zillow.com](#), [Trulia.com](#)
- ▶ [NC Secretary of State](#)
  - ▶ Look for real estate or investment businesses owned by your prospect that may hint at a location
  - ▶ May uncover LLCs controlled by the prospect that in turn own real estate
- ▶ **Google**
  - ▶ Might find articles, boards, etc. that point to a second home

*Don't forget to search by spouse's name, too!*



# Building a Research Profile

## **Income and Compensation**

Mr. Doe's salary as a member of the board of directors of School Supplies, Inc. for the last three years is as follows:

- 2020 - \$25,000
- 2019 - \$37,000
- 2018 - \$37,000

## **Securities**

- Directly holds 2,763 shares of School Supplies, Inc. worth \$6.43 each (as of market close 3/23/2021) for a total of \$17,766
- Through his wife and a trust, indirectly holds an additional 234,736 shares of School Supplies, Inc. worth a total of \$1,509,352

# Where to Find Salary & Stock Info

- ▶ If publicly traded company
  - ▶ News articles, [Yahoo! Finance](#), [Rank & Filed](#)
  - ▶ SEC filings at [Edgar](#) and the company's Investor Relations website - Form DEF14A for compensation and Form 4 for insider trading
- ▶ If government employee:
  - ▶ [FedsDataCenter](#), [FederalPay](#) - federal employee salaries
  - ▶ Major newspapers often have databases for state employee salaries
- ▶ If nonprofit employee:
  - ▶ 990s at organization website or [ProPublica](#)

Use cautiously:

- ▶ [Salary.com](#), [Glassdoor.com](#), etc.



Nearly impossible to find private company ownership info!



# Building a Profile

## Philanthropic Giving

The Does have been generous donors to UNC Greensboro, their undergraduate alma mater.

- In 2013, UNC Greensboro launched the Starshine Education Services Master's of Educational Administration degree in its School of Education.
- The softball field, where construction began in 2014, is named in honor of the Does.
- In 2020, the Does made a \$10,000 lead gift to revive the UNCG marching band.

Articles and press releases published by UNCG note that the Does' other areas of support include student-athletes, the School of Education, and Jackson Library.

Mr. Doe is the chairman of the board of the Doe Family Foundation. Other board members are his wife and three children. In 2018, the most recent year for which information is available, the foundation distributed \$1,354,741 in grants. Significant grants were:

- \$300,000 to UNC Greensboro, Greensboro, NC
- \$250,000 to Peace Corps, Washington, DC
- \$100,000 to Save the Children, Fairfield, CT
- \$25,000 to Wake Forest University, Winston-Salem, NC
- \$25,000 to UNC Chapel Hill, Chapel Hill, NC
- \$20,000 to Greensboro Urban Ministries, Greensboro, NC
- \$15,000 to ArtsGreensboro, Greensboro, NC
- \$15,000 to the Interactive Resource Center, Greensboro, NC
- \$12,000 to Tampa Bay Harvest, Tampa, FL
- \$12,000 to Cone Health Foundation, Greensboro, NC

# Where to Find Donations

- ▶ Google or other search engine (for donor rolls, press releases, magazine profiles, etc.)
  - “Sonny Doe” donat\* OR contrib\* OR gives OR gave OR gift
- ▶ [ProPublica](#) - annual reports filed by foundations with details of grants
- ▶ Used to be standard to use political giving as well but new FEC rules forbid it

*Don't forget to search by spouse's name, too!*



# Building a Research Profile

## Professional Boards

- Board of Directors, School Supplies Inc., Herndon, VA (2011-present)
- President-Elect, Greensboro Chamber of Commerce, Greensboro, NC
  - Member of Board of Directors since 2015

## Selected Volunteer Information

Mr. Doe

- Board of Directors, Interactive Resource Center, Greensboro, NC (2017-present)
- Board of Directors, Greensboro Urban Ministries, Greensboro, NC (2015-present)
- Co-chair of Parent's Council, Wake Forest University, Winston-Salem, NC (2013-2014)

Mrs. Jones-Doe

- Co-chair of Parent's Council, Wake Forest University, Winston-Salem, NC (2013-2014)
- Board of Directors, ArtsGreensboro, Greensboro, NC (2003-2013)
  - President (2004-2006)

# Where to Find Affiliations

- ▶ [Business Journal](#) profiles or other news articles
- ▶ Board or business biographies
- ▶ LinkedIn or other social media
- ▶ [ProPublica](#) - search for directors of nonprofits
- ▶ **Google**
  - ▶ Example: “*Sonny Doe*” Asheville “*board of directors*”

# Building a Research Profile

**Summary:** After graduating from UNC Greensboro, where he was a basketball standout, Sonny Doe continued to graduate school in biology at NC State University and became a licensed teacher. Doe taught in several Triangle-area school districts before he and his wife Mary founded Starshine Education Services, which operates a conference center, in 1992. Doe is also an owner of Education Solutions, a school website design firm, from which he has recently stepped back from day-to-day activities. Mr. Doe and Mrs. Jones-Doe spend the winter months in the Florida Keys on their sailboat.

# Building a Research Profile

## **Capacity Rating**

Mr. Doe and Mrs. Jones-Doe have a giving capacity of \$50,000 to \$99,999 based upon their estimated net worth and known assets.

# How to Calculate Capacity

- ▶ The eternal question of prospect researchers!
- ▶ The “quick and dirty” method: take 5% of all identified assets
- ▶ You will NEVER know for sure

PERFECT IS THE ENEMY OF DONE.

# Other Tools

- ▶ Foundation Center - often available through public library
- ▶ [FAA Registration Database](#), [Landings](#), [PriJet](#) (aircraft ownership)
- ▶ Social media (hobbies, etc.)
- ▶ [Million Dollar List](#)
- ▶ **Google**

Google

Google



DuckDuckGo

Microsoft Bing





# Professional Associations

- ▶ [Apra International](#)
  - ▶ Annual conference in summer
  - ▶ Data analytics symposium
  - ▶ New researchers symposium
  - ▶ Webinars
  - ▶ [PRSPCT-L](#) (free)
  
- ▶ [Apra Carolinas](#)
  - ▶ Two conferences per year - Spring 2022 will be fully online!
  - ▶ Free webinars throughout the year
  - ▶ Road Trip Grant

**Get involved and build your network!**

# Questions?

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