

Q & A
HOT TOPICS

Review from February 26
APRA MidSouth Mixer



For more information about APRA MS or other upcoming events please go to www.apramidsouth.org

Q & A Discussion with Cumberland University, Vanderbilt University, and AOII Foundation

Q. Does your organization have an outside consultant, if so how does the consultant help with fundraising, prospect research?

A. Yes, one way a consultant can help is by giving guidance of reviewing individual prospects through giving history, visits that donor has received, what is the long term plan of the prospect, and suggesting key board members to make the ask. Consultants need to be able to keep the big picture in mind, but be flexible enough to have strategy conversations with fundraisers around engaging prospects. The consultant's role could vary from organization to organization depending on how their services are contracted.

Q. In what ways does your organization make special events 'special'? How do you build alumni relations?

A. We have our students be included as many ways as possible. For example, our scholarship luncheon always includes students who then sit with our donors and board members. One way to build alumni relations is through "touches" or contacts. Every touch should be used to move the prospect into a relationship or move them closer to making their major gift. The key to special events is making the individual feel like there is a personal reason for them to attend. A key speaker they want to hear, a celebrity or activist they are interested in, a person from their past that may have had an impact on their lives are all good reasons to attend special events. Ultimately, you have to keep the special event focused around the people in the room.

Q. How did you get involved with APRA MidSouth?

A. There was a variety of answers such as my organization helped start APRA Mid-South, to word of mouth.