

2022 Prospect Research Initiative

Catholic Extension is once again pleased to offer prospect research assistance and training to selected Extension dioceses throughout the United States in 2022. An extremely valuable approach for gathering, analyzing, and presenting information, prospect research allows development officers to be more strategic, maximize resources, and greatly increase fundraising effectiveness.

The Prospect Research Initiative is designed as a multi-step training program, during which Catholic Extension provides the participating diocese with a comprehensive wealth screening analysis of the diocese's best prospects; as well as training and assistance in both implementing the screening results and enabling the diocese to conduct their own prospect research. Upon completion of the program, initiative participants will have continued access to Catholic Extension staff for implementation support, discounted access to data resources, and opportunities to engage with other diocese participants in the program.

This initiative addresses a significant need in Extension dioceses. A Catholic Extension survey found that 60% of development officers in Extension dioceses are currently unable to utilize any form of prospect research, and for those that do, many indicated that their efforts were limited to basic Google searches. The need for better prospect research was indicated by 76% of respondents rating the use of prospect research as "somewhat important" to "extremely important" in their future success as a fundraiser, and many respondents requested specific assistance in database analysis and training.

To be effective, the Prospect Research Initiative will require participating dioceses to share some information about their donors with Catholic Extension. Catholic Extension takes donor confidentiality and fundraising ethics very seriously, and has prepared an agreement that guarantees we will treat diocese information confidentially, securely, and solely for the benefit of the participating dioceses.

Program Overview:

Each diocese selected for the Prospect Research Initiative can expect to receive the following:

- **Diocese Data Screening and Analysis:** Catholic Extension will screen and analyze the diocese's database of donors and potential donors in order to evaluate capacity and likelihood for giving, and to identify top prospects for additional in-depth research.
- **Initial Training and Overview Session:** Catholic Extension will host a joint virtual meeting with all selected dioceses to outline the basics of prospect research, how it can benefit a development program, and what to expect from the initiative. All diocesan development staff and administrative assistants are expected to attend this presentation.
- **Data Analysis Training:** Staff from the data analysis screening provider will lead a customized online training session for all diocese participants to understand how to access and utilize the screening database.
- **Individual Diocese Meetings:** Catholic Extension staff will schedule individual online meetings with each diocese to deliver the results of the screening, discuss the results within the context of each individual diocese's plans and needs, and provide training on use of this information and specialized prospect screening resources.
- **Classroom Training:** With financial support from Catholic Extension, a representative from each participating diocese of the Prospect Research Initiative will come to Chicago in summer/fall 2022 for a two day session to further on how to use screening data and prospect research techniques to establish a potential donor pipeline, interact as a cohort and share experiences and tips, and receive additional training from program graduates from other dioceses who have used these resources in their development efforts.
- **(Optional) Second Database Screening:** Catholic Extension will provide the option for the diocese to receive a second screening in early 2023, updated with the new information since the previous year. This second screening would be contingent upon the diocese extending their subscription to the online database, subsidized by Catholic Extension during this second year for a greatly reduced cost in comparison to public rates.

Expected Contributions of Each Party:

Contributors	Year 1	Year 2 (Optional)
Catholic Extension:		
Diocesan Database Screening (per diocese)	\$4,500 (est)	
DonorScape Account Value	\$5,000	
Classroom Training in Chicago, Summer/Fall 2022 <i>Includes lodging & speaker fees</i>	\$1,750 (est)	
Total:	\$11,250	
Diocese:		
Travel to Classroom Training in Chicago (estimated)	\$500	—
Extended Access to Screening Database (optional)	--	\$1,500
Total:	\$500	\$1,500
Total:	\$11,750	\$1,500

Feedback from Past Participants:

- *“The Prospect Research Grant from Catholic Extension allowed us to qualify major gift prospects for parish capital campaigns we are conducting. Some of the prospects identified were not even on the radar screen as a major gift prospect by the pastors at the parishes.”*
- *“The Prospect Research Training Initiative is a prime example of a grant that can strengthen a diocese dramatically. It included the tools to change the way we evaluate and prioritize our donors, the training to give us the confidence needed to ask for a specific gift and a network of other diocesan leaders who can be relied on for support and tips. Our development effort will reap these benefits for years to come”*
- *“With the Prospect Research grant we were able to clean up our database, we found new donors, we were able to identify planned giving prospects and other potential ministry donors. In a one-man office this grant was the best thing that has happened to the Development Office.”*

Database Screening Information:

The database screenings are a way to identify potential wealth and capacity indicators for donors and potential donors in a database. Screenings provide important starting points for prospect research, and because of this Catholic Extension will pay for the full cost of the first year’s bulk screening for each diocese. If a diocese wishes to continue with the screenings in the second year, Catholic Extension will share the costs with the diocese. Any year beyond the second will be paid for by the diocese, but Catholic Extension can provide a discounted group rate. Screenings are estimated to be 18 cents per record.

Program Participation Timeline:

October 12, 2021	Announcement of 2021 Initiative Availability
November 19, 2021	Deadline for Applications from Dioceses
December 2021	Decisions Communicated to Applicant Dioceses
January 2022	Data Files Collected from Selected Dioceses
March 2022	Initial Training Meeting (Online) and screening results returned
May 2022	Individual Diocese Meetings and Discussions
Summer/Fall 2022	Classroom Training in Chicago