

GREATER NEW YORK PROSPECT DEVELOPMENT SUMMIT

Join us on Friday, March 17, 2017 for the **Greater New York Prospect Development Summit**, a daylong prospect development forum featuring industry leaders in the advancement sector.

With tracks at the foundational and advanced levels, the Summit will showcase the cutting edge of insight and innovation into prospect research and development. Attendees will focus on successfully applying techniques of identifying, researching, and cultivating prospects in the ever-changing and competitive world of philanthropy.

WHEN:

Friday, March 17, 2017
9:00 AM-5:00PM

WHERE:

NYU Kimmel Center
60 Washington
Square South
New York, NY 10012

REGISTER NOW:

APRA GNY Members:

\$125.00

Non-Members:

\$175.00

REGISTER HERE:

www.apragny.org

QUESTIONS:

apragny@gmail.com

AGENDA

MORNING TRACK: FOUNDATIONAL PROSPECT RESEARCH

Risk and Reward: Demystifying Real Estate 9:30-10:10

David Schein, New York University

With the ever expanding urban footprint, and the need to build bigger, better, and more modern, opportunistic groups emerge willing to take huge risks to make their fortunes in real estate development. How, exactly, do real estate developers make money? Explore different real estate development and investments, and examine basic models on how large real estate projects get off the ground floor!

Prospecting for Gold: Automating Proactive Discovery 10:20-11:00

Danny Feygin, New York University

The demand for “new blood” in the prospect pipeline is universal across organizations of all sizes. Fundraisers’ appetite for new names keeps their portfolios fresh and revs up the fundraising cycle. However, the burden of finding viable leads often falls on the shoulders of the already-overworked researcher. The learning goals of this presentation are understanding the importance of creating and maintaining alerts, learning and applying new techniques and alerts services, and staying proactive in a reactive environment.

Build a Better Profile 11:10-12:20

Estee Pierce, New York University

You’ve done the research, so now what? Written communication dates back millennia, so why is it so hard to get our point across sometimes? In today’s tech-savvy era of dynamic reporting and information overload, the value of cogent prose cannot be overstated. A concise, strategic profile will drive the development engine from zero to major gift; an overly broad or jargon-laden profile can result in millions of dollars in missed opportunities. You already have the tools and understand the data, so come ready to learn some crucial tips to craft effective and engaging profiles that will spur your fundraisers to action.

A FULL DAY OF PROSPECT DEVELOPMENT

FRIDAY MARCH 17 2017

GREATER NEW YORK PROSPECT DEVELOPMENT SUMMIT

WHEN:

Friday, March 17, 2017
9:00 AM-5:00PM

WHERE:

NYU Kimmel Center
60 Washington
Square South
New York, NY 10012

REGISTER NOW:

APRA GNY Members:
\$125.00
Non-Members:
\$175.00

REGISTER HERE:

www.apragny.org

QUESTIONS:

apragny@gmail.com

MORNING TRACK: LEADERSHIP/MANAGEMENT

Envisioning Change: Transforming Prospect Development Operations 9:30-10:45
Sharon Parkinson, Vassar College

Tremendous changes have taken place within the prospect development industry just within the past few years, requiring prospect research professionals to re-evaluate how we are heard, seen, and experienced as professionals within the field of fundraising. In this session, we will review processes and frameworks used to envision change, to rebrand, and to transform our prospect research department into one that addresses the changing nature of our profession, and reflects our personal values and ways of working with others in our organization for the benefit of donors and constituents.

The Leadership Challenge: Empowering and Inspiring Excellence 11:00-12:30
Elizabeth Crabtree, Crabtree Lane & Associates

Designed to help managers achieve their greatest potential by honing effective leadership and team management skills, this program will examine proven management practices, positive leadership models, and practical real-world advice for building and leading teams to excellence. Sample strategic planning, creative thinking, team building and goal-setting exercises will be demonstrated. Participants will be encouraged to interact and share best practices of their own.

LUNCH: 12:40-1:45

AFTERNOON PLENARY PANEL: The Age of Endangered Causes 2:00-3:00

As we enter a new era of American politics, many groups are anxious about the future of the philanthropy sector. Civil and reproductive rights, environmental defense, scientific research, and the arts all face uncertainty. They also may have greater opportunities to mobilize support. This panel will bring perspectives from a variety of causes and organizations in New York to discuss their views going forward.

KEYNOTE: Larissa MacFarquhar 3:00-4:00

Our keynote speaker for the Summit is *New Yorker* staff writer Larissa MacFarquhar, reading from her critically acclaimed *Strangers Drowning: Grappling with Impossible Idealism, Drastic Choices, and the Overpowering Urge to Help* (Penguin Press, 2015). Ms. MacFarquhar has been a staff writer at *The New Yorker* since 1998. Her subjects have included Barack Obama, Darren Walker, and Noam Chomsky, among many others.

iWAVE VENDOR COCKTAIL 4:00-5:00

We will conclude the day with a networking cocktail featuring cutting-edge vendors in a festive reception overlooking Washington Square Park.

A FULL DAY OF PROSPECT DEVELOPMENT

FRIDAY MARCH 17 2017

GREATER NEW YORK PROSPECT DEVELOPMENT SUMMIT

SPEAKER BIOS

Elizabeth Crabtree, Crabtree Lane & Associates

Elizabeth Crabtree is founder and president of Crabtree Lane & Associates, a Barrington, Rhode Island-based independent nonprofit consultancy practice serving as strategic philanthropy and fundraising advisors to educational institutions and national organizations. Before founding her consultancy, Elizabeth was Assistant Vice President for Strategy and Resource Development at Brown University. She previously held senior positions with Northern Illinois University, Benedictine University, College of DuPage, and the Digital Schoolhouse Foundation at Platinum Technologies/Computer Associates. A former president of Apra, she is a recipient of Apra's prestigious Visionary Award as well as NEDRA's Ann Castle Award in recognition of her outstanding contributions to the fundraising research profession. She is a graduate of Berklee College of Music and an alumna of the Philanthropic Studies program at Indiana University.

Danny Feygin, New York University

Danny Feygin is Senior Research Analyst on NYU's University Development and Alumni Relations' Prospect Development team. He previously was an Associate Director of Research in the development department at NYU Tandon School of Engineering. He holds a BS in technical and professional communications and an MS in management from NYU Tandon. He is a member of the Association of Professional Researchers for Advancement and APRA of Greater New York.

Larissa MacFarquhar, Staff Writer, *The New Yorker*

Larissa MacFarquhar has been a staff writer at *The New Yorker* since 1998. Her subjects have included John Ashbery, Barack Obama and Noam Chomsky, among many others. Before joining the magazine, Larissa was a senior editor at *Lingua Franca* and an advisory editor at *The Paris Review*. She is the author of *Strangers Drowning: Grappling with Impossible Idealism, Drastic Choices, and the Overpowering Urge to Help* (Penguin Books, 2016.) She lives in New York.

Sharon Parkinson, Vassar College

Sharon Parkinson is senior analyst of prospect development and research at Vassar College in Poughkeepsie, New York and appointed board member for social media engagement at APRA Upstate New York. Sharon earned a Master of Science degree in Organizational Communication and Behavior from Cornell University, where her course work focused on quantitative research methods, organizational and leadership theory, and her research focused on personal empowerment within organizations. Sharon's undergraduate degree is in communications (public relations) with a second major in business administration from Andrews University.

Estee Pierce, New York University

Estee Pierce is Director of Prospect Research for NYU's University Development and Alumni Relations' Prospect Development team. She previously was a research analyst in the development department of Memorial Sloan-Kettering Cancer Center. Before entering the field of nonprofit prospect development, Estee was a financial reporter/editor for Dow Jones. She holds a BA in English and art history from Vassar College and an MS in fundraising from NYU's Heyman Center for Philanthropy and Fundraising. Estee is board president for the Association of

A FULL DAY OF PROSPECT DEVELOPMENT

FRIDAY MARCH 17 2017

GREATER NEW YORK PROSPECT DEVELOPMENT SUMMIT

Professional Researchers for Advancement of Greater New York and is a member of the Association of Professional Researchers for Advancement

David Schein, New York University

David Schein is Assistant Director of Prospect Research for NYU's University Development and Alumni Relations' Prospect Development team. Before joining NYU, from 2007 to 2012, David was previously director of research at Yeshiva University. Prior to entering prospect research, David worked in television and film production, on both the research and producing side. He holds a BA in political science from the University of Albany and an MLIS in archives and record management from LIU-CW Post with a certificate in rare books. He is a member of the Association of Professional Researchers for Advancement and APRA of Greater New York.

A FULL DAY OF PROSPECT DEVELOPMENT

FRIDAY MARCH 17 2017