

# NEWSLETTER

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## Editor's Welcome

We certainly can't deny we've experienced a year like no other. The challenges we faced, each unique to our geography, yet mutual on other levels. However, new opportunities were created through the needs to overcome the hurdles.

Apra Australia rose to these challenges with webinars and our first virtual conference. We made connections with other professional bodies such as with the Fundraising Institute of Australia (FIA) and now, as you will read in Network News, we have made a start in connecting with The Chartered Institute of Fundraising UK, via its Researchers in Fundraising (RiF).

Finally, as this our year end newsletter, we have various articles on the theme of 'Reflections'; see you in 2021!

Tim Grime  
Editor

## Reflections:

### Apra Australia Conference 2020

As we have all experienced the unusual year we've had, moving our conference to a virtual one proved to be the ideal solution. While by now, many of us have probably experienced Zoom-fatigue, the conference provided the first opportunity for our new members to experience an Apra Australia conference for the first time. We invited one of a new members to offer a reflection of their experience and below is the Great Barrier Reef Foundation's Research & Development Coordinator Betsy Bargh's point of view.



*New to the world of prospect research, the opportunity to join a conference and network with peers was a welcome opportunity. In line with the new normal for 2020, the conference was held virtually instead of in person. Whilst technology can never fully replace the experience of meeting in person and have human interaction, I found the conference was engaging and the breakout sessions provided an excellent platform to engage, debrief on the presentations and network with peers. It was almost as if we were all actually together and I have made a handful of new LinkedIn connections which I certainly did not expect from a virtual event.*

*Held over two half day sessions (10 November – 11 November), the topics presented covered both large and small challenges faced by those in a prospect research role and delivered by experts (link to slides can be found here). Whilst I found everyone's presentation to be engaging and enjoyable, personally, I thoroughly appreciated the presentation by Victoria Coyne on managing reputational risk in Major Gifts. This is a contentious subject for most organisations and drawing a line in the sand between accepting a gift and managing the reputation of the organisation is not easy. I found it particularly mind opening to look at an example of a desirable gift acceptance framework.*

*I discovered through networking, that the attendees were all of varying degrees of experience and I wasn't alone in needing reassurance and guidance on my journey. Whilst some participants were in a similar boat to me (new to prospect research and furiously taking notes to build their understanding), others, were highly experienced yet still learning new skills and approaches. This truly demonstrates the power of networking and knowledge exchange and how valuable future conferences will be with APRA for continual personal and professional development.*

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## Diary Dates:

- **25 Feb & 4 Mar (UK) - Fundraising Intelligence Conference 2021 (Live Online)**
- **Keep your eye out - PyroTalks CIC NanoConferences for 2021 are yet to be announced**
- **27-30 July (USA) - Apra Prospect Development 2021 Conference, Indianapolis, Indiana. (virtual option available)**
- **Keep your eye out - other Apra International events**
- **Apra Australia 2021 Conference (Nov 2021 tbc)**

*Any dates you'd like to share - let us know!*

## Handy reference sites:

- [New Zealand Companies Office](#) Companies Register for NZ registered companies information and Australian Companies with NZ operations
- [Australasian Legal Information Institute \(AustLII\)](#) is Australia's online free-access resource for Australian legal information, serving the needs of a multitude of users
- [Australian and New Zealand Art Sales Digest](#) provides art market information for Australian and New Zealand forthcoming auctions, past auction results from 1969 to the present, market statistics, news and opinion

*Get in touch if you have a site to share.*

## Reflections:

### Mentoring Program

A new initiative launched this year has been the Apra Australia mentoring program where we matched 11 pairs of mentors and mentees. The following is a reflection of the experience by one pair who we have kept anonymous.

Many thanks to the mentors for being involved and the mentees for their interest. The program continues to accept applications and will be making matches in 2021. If you are interested to part of the program as either a mentor or mentee, [email](#) us for more information.

#### Mentor's Perspective

The Apra Australia mentoring program has been an incredibly enjoyable and valuable experience. My mentee and I have monthly catch ups on topics of interest to us both. My mentee is friendly and is always interested and engaged in our conversations.

As a mentor, I enjoy being able to share my experience and learn about prospect research outside the sector I work in. Being able to talk about prospect research with someone outside my organisation has been great to learn new perspectives and ways of doing things. The program is a great opportunity for personal and professional development.

#### Mentee's Perspective

I value being able to be part of this program as a mentee and share the following reflections:

**Mentor:** my Mentor, is knowledgeable, friendly and approachable.

**Series of catchups:** we have set up a series of monthly catch-ups and already identified some areas that would be great to discuss whilst having some flexibility to devote more than one session to a specific topic and add other topics as we go.

**Sense-check:** being a 1-person team, I am finding it helpful to have a mentor that understands the subject area as a contact (sense-check)

**Great development opportunity:** and finally, with tight budgets this program allows me a pathway for further development at minimum cost (APRA membership and any resources that I purchase that are recommended to me).



## Network News

**The Chartered Institute of Fundraising UK**, via its Researchers in Fundraising (RiF) special interest group are in the process of compiling the RiF Prospect Research Handbook. As part of the project, they are looking for contributions.

The Researchers in Fundraising Prospect Research Handbook Project will be starting work on some more new chapters in early 2021 – if you or someone you know would like to become part of our international team of prospect research volunteers helping to create valuable and informative content on one or more prospect research topics, please do complete our [sign-up form](#).

Here's why some of their current volunteers are involved:

*"It will open up the conversation about the skills and value that prospect research and prospect development bring to the causes they support. It will empower researchers to own their own development, know their worth and see how they can add value and visualise a clearer career path."* (Sacha Tremain, Prospect Researcher)

*"It helped me realize where my colleagues stand in an ever-changing environment, as well as helped me identify with practices and methodologies that will help me grow both as a person and a professional."* (Mario Chatzidami-

anos, Freelance Prospect Researcher)

The team are looking to kick-off the next round of chapters early in 2021 (most likely February) so if you are interested in contributing, please contact Ally Lee-Dudley, Handbook Project Manager, [ally@lee-dudley.com](mailto:ally@lee-dudley.com)

The Handbook will be published electronically meaning it will be available to prospect researchers all around the world and be of value to our local prospect research community. It will be published on a serialised basis, chapter by chapter, with the plan for the first chapters to be available in the first quarter of 2021.



## Reflections:

### from the Apra Australia Board

As we conclude the year, a little bit of personal indulgence as we asked the Apra Australia Board for their reflections based upon the following two questions:

1. Favourite Apra Aus accomplishment (and why)
2. 2. Favourite work or personal accomplishment (and why)

#### Stephen Rowe, President

1. Every time we got to virtually meet each other this year – webinars and conferences turn out to be a good excuse for a chat. So grateful to have discovered video calling this year.
2. Sustaining our fundraiser relationships and collaborations in isolation, semi-isolation and barely-isolation.

#### Priya Kanji, Vice President

1. Getting the mentoring program up and running, it has been really pleasing to hear positive feedback from mentees who have welcomed the opportunity to learn from someone with a bit more experience in our field.
2. My favourite personal accomplishment for 2020 has to be the birth of my wee little boy despite the odds stacked against us.

#### Rhia Sagers, Secretary

1. Having the opportunity to be involved in Apra Australia's first virtual conference as part of the technical sup-

port team

2. Refocusing prospect management and research efforts under the past year's unique circumstances

#### Molly Masiello, Treasurer

1. Putting on a virtual conference! We aren't professional conference organisers, and there were a lot of different considerations/stress points as compared to the in-person conferences that we have previously organised
2. Being able to reflect and refocus priorities

#### Victoria Coyne, Ordinary Board Member

1. Apra-Australia highlight of the year was seeing our membership hit 100, and having so many members engaging in our online meetings and conference. Even though we haven't been able to get together in person this year, I have been excited and encouraged by the warm and generous connections among our colleagues around Australia and New Zealand. What a fabulous professional family we are!
2. My personal highlight of 2020: Continuing to learn and develop new skills – so much online training! - and to see that my work is valued by our fundraisers as together, we 'choreograph happiness' for our donors.

#### Tim Grime, Ordinary Board Member

1. Finally publishing the Apra Australia newsletter, for which we are hopeful will have a prolonged and diverse lifespan spreading prospect news amongst our people and beyond
2. Knowing there is a great team I work with, within prospect research, as well as the wider advancement, development and alumni relations team

"What the poor need is not charity but capital, not caseworkers but co-workers. And what the rich need is a wise, honourable, and just way of divesting themselves of their overabundance."

– Millard and Linda Fuller

"Don't judge each day by the harvest you reap, but by the seeds you plant."


–Robert Louis Stevenson



**Editor:** Tim Grime (UWA)

**Contributors:** Betsy Bargh (Great Barrier Reef Foundation) for her reflections on the conference (Thank you!); Apra Australia Board: Stephen Rowe, Priya Kanji, Molly Masiello, Rhia Sagers, Victoria Coyne; and of course our anonymous mentor and mentee their contributions (Thank you!).

 [info@apraaustralia.org.au](mailto:info@apraaustralia.org.au)

 [apraaustralia.org.au/](http://apraaustralia.org.au/)

 <https://www.linkedin.com/groups/2655487/>