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Ticks, Scalp, and Head & Shoulders!

## *Membership Update*

Currently, PREP/APRA has 69 paid members. If you know of someone who would like to join, please have them submit an online membership at [www.prepapra.org](http://www.prepapra.org) and click on the How to Join link. After filling out the form and submitting their member Information, have them print the confirmation page and submit it with their \$25.00 dues to John Luvisi. Contact Mariann Bishop at [mariann.bishop@millersville.edu](mailto:mariann.bishop@millersville.edu) if you have any questions.

## *Steven Hupp to Speak at Conference*

Steven Hupp, manager of development research and records for the Chicago Botanic Garden and editor of Prospect Research Blog, will be the keynote speaker at PREP/APRA's Spring Conference on Friday, April 28 at West Chester University. *The Art of Google-Fu: How to Master Search Engines and Make Them Do What You Want* will focus on how you get Google and other search engines to find the information for which you are looking. Hupp will show you the path to your "black belt" in Google-Fu: advanced operations, meta-search, and specialized search engines, search strategies, and the resources to keep your skills sharp.

A prospect researcher for 15 years, Hupp has experience in all types of non-profit organizations, including cultural, health care, social service, and higher education. He has presented at MARC, APRA International, and APRA Illinois on the topics of search engines, blogs and RSS. In his spare time, he takes pictures, reads blogs, and collects anime and manga, forms of Japanese animation.

Sponsored by Wealth Tracker by HEP, this year's conference will be held in the West Chester University Graduate Business Center located at 1160 McDermott Drive in the Greenhill Corporate Park. Registration forms, directions, and parking information, can be found on the PREP/APRA web site at [www.prepapra.org](http://www.prepapra.org).

The cost for the conference is \$50 for PREP/APRA members and \$100 for non-members. This includes registration, a continental breakfast, lunch, and snacks. Non-members can save \$25 if they choose to register for the conference and become a member of PREP/APRA at the same time.

Join the PREP/APRA Board of Directors on Thursday evening, April 27 from 7:00 to 10:00 for a pre-conference social and dinner. Cost for the pre-conference gathering is \$15 for PREP/APRA members. A block of rooms has been reserved at the Holiday Inn in West Chester. Call 610-692-1900 to reserve a room. Remember to reference PREP-APRA Conference at WCU to receive the conference rate of \$74 a night.

# Professional Development

PREP/APRA Spring Conference  
Friday, April 28  
West Chester University  
West Chester, PA

See the article on page 1 for  
more information.

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MARC Conference  
May 22-24  
New York University  
New York, New York

# Career Development

Development Research Specialist  
or Assistant Director of Prospect  
Research & Management

Bucknell University  
Lewisburg, PA

For more information:

<https://jobs.bucknell.edu/applications/jsp/shared/frameSet/FrameSet.jsp?time=1142437753564>

*If you would like to post a job  
opening or a position change in  
the newsletter, send the  
information to Cindy Progin at  
[progin@lvc.edu](mailto:progin@lvc.edu). Please specify  
that the information is for the*

**PREParazzi** newsletter.

# The Elusive Foundation

By John Luvisi

Finding the right foundation to fund your project or program can be intense and often frustrating. There may be over 67,000 foundations in the United States, but zeroing in on the correct one to benefit your organization is not always that easy. The key to finding the elusive foundation is research.

There are three approaches to identifying foundations. The first one is the subject approach. Search for a foundation that has expressed an interest in funding programs in a specific subject field such as higher education, K-12, or the fine arts. Next is the geographic approach. Look for foundations that fund programs in a particular region or state(s). The third is type of support approach. Search for foundations that support projects geared toward your institution's needs, such as building funds, seed money, and scholarships. Always try to find a foundation where all three types of identifiers are compatible with your proposed project and organization.

Next, look at the foundations' giving histories. Who and what programs have been funded in the past? Are they similar organizations and programs to yours? How many grants do they give and what are the amounts awarded? Examine the foundations' guidelines. Does your institution qualify? What type of proposal do they require? Do they require a pre-proposal or simply a full proposal? How long should the proposal be? How do you submit the proposal?

When you feel you have found the right foundation(s), you still have to determine if they will accept a proposal from your organization. I have found the best approach to answering this question is by submitting a letter of inquiry to the funding source. This gives the program manager time to study your ideas and respond. However, if you have identified a local or perhaps regional funding source, a phone call to arrange a meeting to personally discuss your program ideas is important. Local foundations tend to be more interested in face-to-face initial meetings than larger national ones.

Want to learn more about grantwriting and foundations? Then, I suggest the following books: *The "How To" Grants manual: Successful Grantseeking, Techniques for Obtaining Public and Private Grants*, by David G. Bauer and *How Foundations Work*, by Dennis P. McIlnay.

*John W. Luvisi is director of grants and prospect research at Alvernia College in Reading, Pa., and treasurer of PREP/APRA.*

# Editor's Corner

Imagine you are walking toward a couple of your institution's prime prospects at a social gathering. As you approach them, you can see that they are talking earnestly, but all you hear from their animated discussion are the words tick, scalp, and Head & Shoulders. Although your first thought might be to turn around and walk the other way, don't. The conversation most likely is not about dandruff, but one on the rise and fall of stock prices. To find the definitions of these and other business terms, check out the business glossary at [www.washingtonpost.com/wp-dyn/business/specials/glossary/index.html](http://www.washingtonpost.com/wp-dyn/business/specials/glossary/index.html).

There, you will also find glossaries on retirement and mutual fund terminology.

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Thanks to Tia Guinivan for bringing this web site to our attention. If you have a resource you would like to share, please contact Cindy Progin at [progin@lvc.edu](mailto:progin@lvc.edu).

# News from the Lending Library

There is something for **EVERY** researcher in PREP/APRA's library—workshops, research fundamentals, advanced research, beyond research, international research, prospect management and prospect identification, management and professional development, campaigns and emerging trends and issues. Each month, we will highlight some of the library's holdings.

For a complete listing of all titles and descriptions contained in the PREP/APRA Audio Lending Library, go to the PREP/APRA website or contact Deborah Snyder, Lending Library chair at [desd@lehigh.edu](mailto:desd@lehigh.edu). You may request a "catalog" of all titles and session descriptions, which will be sent via email attachment.

**Understanding Compensation Practices and Estimating Income** (Research Fundamentals): Jill Meister, Assistant Director of Research Operations, Brown University Debra Westerberg, Director, Development Research, Los Angeles County Museum of Art

On average, Americans give about two percent of their income each year to charity. By better understanding salary levels and income variables for various professions, you can more accurately estimate an individual's potential for philanthropic giving. Explore compensation practices for a variety of fields, such as physicians, lawyers, business executives, entertainers, and more. Review available print and online resources, and learn how to analyze and forecast personal and household income for estimating philanthropic capacity.

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**International Research for Individuals** (Advanced Research): Helen E. Brown, President, The Helen Brown Group

Learn how to uncover information and interpret and estimate wealth indicators for individuals who work and/or reside outside of the United States. This session will provide an overview of available source material, Web directories and resources, tips and techniques to optimize research activities for constituents from Europe, Asia, the Middle East, South America, and beyond. Discuss the limitations, special considerations, and challenges involved when researching individuals in other parts of the world, and what special considerations are needed when approaching and reporting information.

