Increasing Prospect Coverage: Part Two of the New Frontiers in Pipeline Development Webconference Series

Translating Insight Into Action

A Discussion and Self-Reflection Guide

Instructions:

Use the following discussion/self-reflection guide to connect today's webconference presentation to your own experiences and institutional context.

1. How many high-net-worth prospects has our wealth screening and prospect research team identified? How many of them have our frontline fundraisers met with to qualify or disqualify?
2. Do our fundraisers suffer from a "garage mentality" when it comes to portfolio management? Are portfolios seen as places in which to keep prospects for later?
3. To what extent do our fundraisers feel a sense of territorialism over their prospects? What impact does that have on collaboration across units?
4. Of the three reasons MGOs avoid discovery (distrust of assigned prospects' potential, discomfort with cold calling, and the tyranny of the immediate), which one is most acute or problematic at our institution?
5. How often do alumni relations staff share prospect leads? What systems and processes do we have in place to make it easy for them to do so? What returns might we see if we made this process easier or promoted it more?
6. What role do our student callers and/or phonathon staff currently play in prospect identification and referrals? What role might they have the capacity or ability to play in the future?
7. How do we currently use social media data to identify and prioritize major gift prospects? What barriers do we face to using social media more in discovery work? What steps can we take to overcome those barriers?
8. Should our institution assign a dedicated staff member to cold calling unresponsive or undiscovered prospects? Which internal candidates could we ask to fill that role? If we looked externally, what skill sets would we want to prioritize in hiring?
9. What effect does the "tyranny of the immediate" have on major gift officers' workflows at our institution? In what ways do fundraiser managers and prospect management staff "nudge" MGOs to focus on high-priority but low-urgency tasks?

Strategy Overview

Instructions:

Based on your institution's goals and available resources, map out which of the tactics profiled in today's presentation you would like to prioritize in the chart below. Use this implementation matrix to assess viability and determine next-steps.

Tactic	My Institution Should Prioritize This Tactic	Notes and Next-steps
Alumni Relations Prospect Referral Form *Marquette University* Alumni relations staff record key intel about their interactions with prospects to send to prospect research for review and assignment.	1 2 3 4 5 *Disagree* *Agree*	
Student Caller Lead Generation *University of Michigan* Top-performing student callers contact highly rated, unassigned prospects to gauge their philanthropic interest and pass leads to major gift officers.	1 2 3 4 5	
Discovery Visit Likelihood Scoring *Bryant University* A regression analysis of the common characteristics of prospects who take discovery visits help MGOs prioritize the warmest uncultivated leads.	1 2 3 4 5	
Social Media Discovery Targeting *Oregon State University* Prospects with high levels of engagement with the university on social media are prioritized for qualification visits.	1 2 3 4 5	

Strategy Overview (cont.)

Tactic	My Institution Should Prioritize This Tactic	Notes and Next-steps
Dedicated Discovery Schedulers *Rochester Institute of Technology* Staff members are dedicated to visit outreach and scheduling meetings with hard-to-reach prospects	1 2 3 4 5 *Disagree* *Agree*	
Digital Pipeline Nudges *University of Southern California* Tech tools “nudge” gift officers to engage their pipeline prospects.	1 2 3 4 5	

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