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## **Prospecting for Peak Performance: Tips for Effectively Researching and Managing Prospective Major Donors**

Topic: Research and Analytics (RA)

Major gift prospects provide the bulk of the nearly \$390 billion dollars that are given to American charities every year. Yet many organizations fail to leverage the full potential of their most generous constituents. This session will explore the vital roles that prospect research and portfolio management play in helping charitable organizations reach their goals, and will share cutting edge processes and technology that organizations can use to identify, evaluate, and manage potential major donors. Join Adam Martel and Ian T. Wells for this insightful presentation that will provide strategies to help your organization achieve peak performance with your mid and major donors.