



PROSPECTING FOR GOLD LTD

# Seminar Series Spring 2012

This spring, Prospecting for Gold is giving something back to the fundraising and prospect research community with its FREE prospect research training course.

We know how important it is to long-term fundraising to keep prospects coming down the pipeline!

**FREE**



## Seminar Series Spring 2012 Programme:

### Money Makes the World Go Round

20/03/12

#### Finding Millionaires

Morning

- How many wealthy people?
- Estimating wealth?
- Who gives & why?
- Your fundraising strategy
- Your fundraising case

#### Planning a Prospect Research Campaign

Afternoon

- How many prospects?
- Your prospect research plan
- More prospects down the pipeline
- Staffing & budgets

### Golden Supporters

17/04/12

#### Gold Mining

Morning

- Screening vs. mining
- Screening for gold
- Mining for gold
- Ranking & rating
- Predictive giving – science or witchcraft?

#### Finding New Names

Afternoon

- Research briefs
- Desk research
- Profiling
- We're all six steps away...
- Prospecting in person

Each session will take place over the course of a day (between 10:00 and 17:00) at RNLI, 124-126 Webber Street, London, SE1 0QL.

Sandwiches, tea and coffee will be provided. Please inform us of any special dietary requirements.

For more information contact Harriet Thomas by telephone 01491 577311 or email [harriet@prospectingforgold.co.uk](mailto:harriet@prospectingforgold.co.uk)

## FREE Prospect Research Training

If you need new donors for a fundraising campaign, or are trying to get more prospects down the pipeline, **book now** for the sixth **Prospecting for Gold Seminar Series**.

Designed for researchers and fundraisers, who are just starting out or are planning a major donor campaign, this course will **save you time, money** and open paths to new wealthy donors.

The **FREE** Prospecting for Gold Seminar Series Spring 2012 aims to give delegates:

- An overview of **prospect research** and **data mining**
- The **role of researchers** in the fundraising team
- The key areas, tools and **sources of information** for research
- A **prospect research plan**
- Insights into **communicating with fundraisers** who want perfect research by tomorrow!

The seminars are led by **Andrew Thomas**, fellow of the Institute of Fundraising and founder of Prospecting for Gold, who has a wealth of fundraising and prospect research experience.

Return the booking form **TODAY** to secure your place on this training course!

Seminar places are issued on a first come, first served basis (max 20) and last year they were **booked out within hours!**

Although the seminars are free of charge, £100+vat per session will be charged for cancellation, transfer or failure to attend (personal and medical emergencies excluded).

Sign up to our free bi-monthly e-newsletter at [www.prospectingforgold.co.uk](http://www.prospectingforgold.co.uk) for resources and information about all our new products, services and training courses.

Please complete this form (IN BLOCK CAPITALS) for each delegate and return it to Harriet Thomas by email [harriet@prospectingforgold.co.uk](mailto:harriet@prospectingforgold.co.uk) or post: 19 Station Road, Henley-on-Thames, Oxfordshire, RG9 1AT.

Please indicate the courses you would like to attend		
Prospecting for Gold Seminar Series Spring 2012: Money Makes The World Go Round & Golden Supporters	20/03/12 & 17/04/12	<input checked="" type="checkbox"/>

### Contact Details of Delegate

Name	
Job Title	
Company/Organisation	
Postal Address	
Postcode	
Email	
Telephone No	
Special Dietary Requirements	

By completing this form you consent to your contact details being placed on the delegate list for this series and the Prospecting for Gold e-newsletter list unless we are otherwise instructed.

You also agree that, if you cancel, transfer your place or fail to attend (personal and medical emergencies excluded), your organisation will be charged £100+vat per session.

I have read and agree to the above conditions

Name	
Date	

For an editable Microsoft Word version of this form please [click here](#)