



PROSPECTING FOR GOLD LTD

Wealth Intelligence Services™

Prospecting for Gold Seminar Series Spring 2010

"A great introduction for Research Prospectors, both new and experienced"

Samantha Cantrell, Brighton Dome and Festival Ltd

**Do you know any Prospect
Researchers who would like to
sharpen their skills?**

For further information or a booking form please contact
Harriet Thomas: harriet@prospectingforgold.co.uk
(alternatively by telephone on 01491 577311)

Seminars will be led by Andrew Thomas, with 20 years experience of prospect research, he is Prospecting for Gold's founder and fellow of the Institute of fundraising.

The latest seminar series will take place at RNLI's offices in Southwark, London and will include presentations by guest speakers, sharing their expert knowledge of the various disciplines of Prospect Research



Seminar Series : Contents & Schedule

Seminar 1 : *Brother, can you spare a dime?*

18th March

- How many wealthy people are there in the UK?
- Which of them give and why?
- 30 different types of fundraising
- Your organisation's fundraising strategy
- Big Gifts - capital, annual, legacies and others
- Preparing the research brief 1

Seminar 2 : *Planning a prospect research campaign*

15th April

- How many prospects do you need?
- The prospect research plan
- Prospect research management
- Prospect research systems
- Staffing & job descriptions
- Prospect research budgets
- Motivating prospect research staff

Seminar 3 : *Data Mining & Research Planning*

13th May

- Preparing the research brief 2
- What sources do you already use?
- Where can you find information about cold prospects?
- Ranking and rating donors
- Database screening
- Database mining
- Targeting company directors and trustees

Seminar 4 : *Finding New Names*

17th June

- The limits of desk research
- Six degrees of separation
- The contacts needed list
- Prospecting interviews
- How to profile them
- Estimating wealth
- How much will they give to us?

The price to attend the series is £400 +VAT. Course materials are provided for each session. Tea, Coffee and sandwiches will be supplied