



Partners in Fundraising

FOR IMMEDIATE RELEASE

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APRA Annual Conference Is a Resounding Success

CHICAGO, October 2008 — The APRA 21st Annual International Conference, held recently in Denver, Colorado, was a resounding success. This premier educational event for professionals who specialize in fundraising research, analytics and relationship management featured nine different educational tracks — including a new healthcare track — comprising more than 60 concurrent educational sessions. The APRA track system allowed all participants to personalize their itineraries for a tailor-made conference experience.

Pre-Conference Workshops, the New Researchers Symposium and a Management and Leadership Seminar rounded out educational offerings. The APRA Annual Conference brings professionals from around the globe together in an enriching environment that facilitates learning. In Denver, APRA hosted 1,135 APRA Annual Conference attendees from seven countries and 51 U.S. states and Canadian providences.

The Fall issue of *Connections*, the APRA quarterly journal, is set for online publication October 20 and includes perspective articles from conference attendees:

“As first impressions go, I could not have gotten a better one of the APRA network... Attending this APRA conference has really inspired me to aim high and will, I know, open many doors for me in the future.”

— Stacey Vital, first-time APRA conference attendee

“If there’s one thing that continues to impress me, it is the incredible collegiality of the conference attendees.”

— Troy Smith, long-time APRA conference attendee

To read more about the APRA 21st Annual International Conference, [visit the APRA Web site](#) and view the [Fall issue of *Connections*](#).

Study Results Released

A new study commissioned by *The Chronicle of Philanthropy*, released during the APRA Annual Conference, demonstrates that large charities are much more likely to use screening tools to find donors than small groups. The study, which included a survey that more than 1,300 readers participated in, asked fundraisers about product use. The purpose of the study was to identify industry best practices and benchmarks as well as gather market-wide data that is difficult to obtain. Almost half — 42 percent — of fundraisers said that they use tools to identify prospective donors, determine how big a gift to seek and gather demographic information; wealthy organizations had a much higher percentage of fundraisers using products. Of the organizations surveyed, 66 percent of fundraisers used tools if their nonprofit group has annual revenue of \$25 million or more.

Using prospecting tools and services, as indicated by the survey results, is on the rise. Popular platforms are Internet based and provided by service bureaus. [Read more](#) and download the [full survey results](#).

Mark Your Calendar

APRA 22nd Annual International Conference

July 29–August 1, 2009 in Boston, Massachusetts

Learn more about APRA and its numerous educational events at www.APRAhome.org.



The Resource for Fundraising Research, Analytics and Relationship Management
