



FAX TO: The Morning Call – Letter to the Editor  
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FROM: Julie Yurko  
President

I would like to note one thing that was missing from your June 14<sup>th</sup> editorial on research and college fund raising – any historical context.

A fundamental tenet of philanthropy has always been to have the right person ask for the right amount at the right time. One of the fathers of modern philanthropy, John D. Rockefeller, in 1933 stated: “It is a great help to know something about the person whom you are approaching . . . Therefore, it is desirable to find out something about the person you are going to – what his interests are, whether you have any friends in common, whether he gave last year, if so, how much he gave, what he might be able to give this year, etc.”

Prospect research professionals put Rockefeller’s principles into systematic action. Guided by a strong code of ethics and a deep respect for an institution’s lifelong relationship with its alumni and donors, researchers help charities better focus their energies on individuals most likely and capable of giving, thus maximizing the impact of dollars raised. At a time when donors are – rightfully – demanding that a larger share of their charitable dollars go directly to the institutions, programs and services for which they were raised, we should be applauding such efficiencies, not questioning them.

For 20 years the Association of Professional Researchers for Advancement has educated its 1,800 members as to how to ethically and respectfully fulfill the responsibilities of their positions. Together, we are committed to enhancing the philanthropic process while showing a great consideration for our donors’ privacy.