

**Prospect Development: Your Key to Fundraising Success**  
**November 10, 2015**  
**Houston, Texas**  
**10:00am – 3:30pm**

**Description:**

More and more the future of fundraising is turning to the effective use of big data, its careful analysis, and strategic application. How can you provide the research, analysis, and reports required by leadership in a timely manner? How will your office be a strategic partner with fundraising colleagues?

To answer these questions and more, come and participate in this complimentary, one-day workshop led by Susan Hayes-McQueen of the University of Washington. Susan is a national leader in the field who uses innovative approaches for prospect development.

**Who Should Attend?**

UT institution development staff in the roles of:

- Prospect Development teams, Information Management teams, and Advancement Services teams
- Fundraising Management who want to assess their fundraisers' effectiveness
- Major Gift Officers who like to understand best practices in fundraising planning
- Campaign Planners

**Learning Objectives**

- Knowledge: data driven strategies; trends in prospect research and automation, strategies and coping with high request loads, opportunities and limitations of analytics offerings
- Skills: training users and junior team members in responding to requests, saying no, interpreting and identifying prospect opportunities, being strategic partners
- Tools: priority status determinant factors, how prospect research can shape your program's future

For more information, [click here](#).