



CHAPTER NEWSLETTER - SEPTEMBER 2022



Apra Carolinas community,

As you may be aware, **Apra International recently announced that PRSPCT-L, a free and open resource for almost thirty years, will be moving behind a members-only paywall.** Initially, the decision was effective with the implementation of the new website and community features, but the date has since been revised to be effective January 1st, 2023.

This decision has caused considerable concern and conversation in the prospect development community. Current Apra Carolinas President Jennifer Vincent and President-Elect Rachael Walker, along with more than twenty leaders of Apra's regional chapters, were signatories to a letter sent to Apra International, and later released to the public, expressing our concerns on behalf of our chapters. NEDRA, the New England-area chapter of Apra, also sent an [open letter](#) and encouraged all members of the prospect development community to sign it; several current and former Apra Carolinas board members, as well as other members of our chapter, have signed this letter. Chapter leadership and members have also been participating in further discussions about this change on the Apra LinkedIn Community and the [#FreePRSPCT-L community](#) created by Elizabeth Crabtree.

In response to the reaction from the community, Apra International and new Apra Board President Carrick Davis held a "Conversation with Carrick" on Tuesday, September 27th to give more detail about the reason for this change and to hear from Apra members and non-members alike. Yesterday Helen Brown published an excellent blog article that summarizes the history of PRSPCT-L, the current conflict, and Tuesday's Apra-hosted conversation; we encourage everyone to read it [here](#).

We are planning a community conversation with our chapter members to hear your concerns about this significant change directly from you. If you have questions or concerns you would like to share with the Apra Carolinas board, though, you don't need to wait for that! Please don't hesitate to reach out at apracarolinas@gmail.com with any thoughts you want to share.

Thank you,

Apra Carolinas Board



UPCOMING EVENTS

APRA CAROLINAS 2022 VIRTUAL FALL CONFERENCE



You're invited to join us each week throughout October for virtual webinars and networking opportunities during our **2022 Virtual Fall Conference!** Read more about what we'll be discussing during each session and register for them all below:

When: October

Once a week (check the dates & times below!)

Where: Zoom

Cost: Free for members; \$20 non-members per session

Psst ... did you know chapter membership is only \$35?! New members get the rest of 2022 and a full year of membership in 2023 when they sign up through the end of the year!

DON'T MISS OUT: Check out the details of our **Post-Conference Coffee Chat** below that's happening the first week of November - eligible attendees of every conference session are entered into a drawing!



10/5 at 1PM EST
Marianne Pelletier
Staupell Analytics

**REGISTER
HERE**

Session 1: Tweaking Capacity Ratings: An Exploration of Ideas

Capacity ratings systems have come under fire in recent years since they tend to be conservative and based on generic formulas. But not every prospect can be rated the same. In this session, we'll look at a variety of ways to both rethink and to adjust capacity ratings to accommodate the uniqueness of our prospect pools.

Session 2: Seeing Clearly Through Your Data Forest

How the next generation of fundraising technology can help you work smarter, boosting your prospect development efforts

Join us for a discussion with Scott Rosenkrans to learn how the next era of Artificial Intelligence can harness big data faster and more accurately than ever before, helping take your organization's fundraising efforts to the next level.



10/11 at 12PM EST
Scott Rosenkrans
DonorSearch AI

**REGISTER
HERE**



10/20 at 1PM EST
Jennifer Kehoe
Clemson University

**REGISTER
HERE**

Session 3: How to Survive the Trauma of Being Short-Staffed...And Come Out Stronger on the Other Side

Every philanthropic organization dreads the thought of being short-staffed. With lofty fundraising goals and Boards/Presidents to satisfy, we can't afford to slow down. Well, 2020 was a wake-up call for EVERY organization, including those of us that thought we were surely insulated from retirements, resignations, and other employment issues that would result in catastrophic staffing shortages.

Think about it like Congress passing an unfunded mandate; work continues at the same frantic pace, but you don't have the people to perform. What can you do when confronted with a lack of resources (and hiding and crying are not an option)? We'll discuss Clemson's recent experience with staff shortages, how we survived, some of my mistakes, and how Clemson is now growing stronger and better.

Session 4: Building a Data-Driven Grateful Patient Program

Staying in the hospital can be a life-changing experience. Maybe it was a kind word or a gentle smile, or perhaps it was the expert care you or a loved one received. Gifts from grateful patients help a healthcare organization achieve its mission while also honoring the medical team that provides remarkable care.

Join Novant Health Foundation team members as they share how they've begun to take a strategic, data-driven approach to building a Grateful Patient Program from the ground up. They'll be discussing how they collaborated with their internal patient information systems team to pull census data, identify key indicators, develop strategies to build a moves management pipeline within their CRM database for engagement tracking and, ultimately, determine when and how to best solicit a patient for a gift.



10/26 at 1PM EST
Emily Glesias
Novant Health
Foundation

**REGISTER
HERE**

APRA CAROLINAS POST-CONFERENCE COFFEE CHAT



When: 11/2/2022
1:00PM – 2:00PM EST
Location: Zoom
Cost: FREE

Join your colleagues for a free networking event on a Friday morning after the last session of the 2022 Virtual Fall Conference. **Your cup of midday coffee (or refreshment of your choice) is on us!** Let's cheers the **2022 Apra Carolinas Chapter Award winners**. We will continue the networking as we discuss key takeaways from the conference - or any new project you have in the works this year.

Eligible conference attendees will be entered into a drawing to win a FREE membership for:
2023 Apra Carolinas or 2023 Apra International

RULES FOR THE DRAWING:

- You do not need to be present at the Coffee Chat to win - *but you should come anyway!*
- Must be an active Apra Carolinas member; board members are not eligible
- **Must have attended all conference sessions**

REGISTER HERE



EVENTS FROM OTHER CHAPTERS



APRA MARYLAND ALUMNI MILESTONES & ENGAGEMENT WEBINAR

When: 10/13/2022
12:00PM - 1:00PM EST
Where: Zoom
Cost: \$10

Have you been searching for a new and unique way to engage with your alumni? Are you interested in learning more about how to utilize new technology in your development shop? Join Steffanie Brown from the Florida Institute of Technology to learn how they instituted a program that won a CASE Circle of Excellence Gold Award in 2022!

[REGISTER HERE](#)

APRA PENNSYLVANIA UNDERSTANDING VENTURE CAPITAL, PRIVATE EQUITY & HEDGE FUNDS WEBINAR

When: 10/25/2022
2:00PM - 3:00PM EST
Where: Zoom
Cost: \$10

Join Apra Pennsylvania and team members from Princeton University to learn how prospect development professionals can find the information that they need to effectively fundraise among venture capital, private equity, and hedge fund prospects.

[REGISTER HERE](#)



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