



Northwest
Chapter

2023 Apra-NW Conference

Thursday, May 18, 2023

Location: OMSI Auditorium, 1945 SE Water Ave. Portland, OR 97214-3354

Keynote Session: Bringing Essentials of Community-Centric Fundraising to Life*

9:15 - 10:45

Join us for a keynote and workshop session led by Michelle Shireen Muri, co-founder of Community Centric Fundraising, host of The Ethical Rainmaker podcast and consultant at Freedom Conspiracy! During this hybrid keynote and workshop, we'll bring the essentials of community-centric fundraising to life, through context setting and practicing what it looks like to bring an ideal into action!



Presenter: Michelle Shireen Muri, co-founder of Community Centric Fundraising

Michelle Shireen Muri is the host of The Ethical Rainmaker podcast, a Co-Founder of Community-Centric Fundraising and founder of Freedom Conspiracy, a small consultancy bringing values-aligned practices to growth opportunities, with and for communities of color and the orgs that serve them. In collaboration with her clients, Michelle practices community-centric fundraising principles and helps clients align their practices with their values, multiplying their audiences and funding. You can find her work here <https://linktr.ee/michelleshireenmuri>

Community in Prospect Development: Volunteer Opportunities to Help Grow your Career*

11:00 - 11:30

APRA-NW has long been a leader and driver within the Prospect Development community. Our organization effectively trains and promotes its membership into leadership roles within both APRA and AASP. This session will identify volunteer opportunities and pathways to build a personal and professional network though out the profession. The speaker will discuss his personal experience in networking within the field at the local, regional and national level. In addition, the speaker will attempt to engage other APRA-NW members who have served at the chapter, committee and board levels within APRA and AASP to provide their insights and experience, how it benefited them and how you can become involved.



Presenter: Jason Roesler, Senior Director of Advancement Research, WSU Foundation

Jason is a seasoned higher education administrator and veteran prospect development professional. Currently serving as the Senior Director of Advancement Research with the Washington State University Foundation he oversees the prospect development staff supporting over 70 front line fundraisers in 14 colleges, regional campuses and non-academic programs. He is active in AASP, his local APRA chapter and is currently serving on the National Board of Directors for the Association of Professional Researchers for Advancement (APRA).

Finding Bridges: How to build authentic relationships with Underrepresented Donors

1:00 - 2:00

Learn from the PNWs leading Prospect Development professionals on how to diversify your board and donor pool. Explore how organizations prospect for underrepresented communities, how they measure success, and how to get leadership buy-in. As we discuss how to find these donors, we also navigate building relationships with these donors once they have been identified.



Facilitator: Brandon Baez, Assistant Manager of Prospect Research, Oregon Food Bank

Brandon Baez, (He/Him/El) is the Assistant Manager of Prospect Research and Management at the Oregon Food Bank. Brandon has been at OFB for 2 years and previously was a front-line fundraiser at a mid-size arts organization in San Diego CA. A fun fact about Brandon is that he is a very active person, he plays multiple soccer teams and loves to spend time at live music events.



Panelists: Rebecca Devlin, Research Analyst, OHSU

Rebecca (she/her) is a Research Analyst at Oregon Health & Science University Foundation. She previously worked in research & prospect management at Portland State University and Arizona State University. Rebecca has a B.A. from Northern Arizona University and an M.S. from Arizona State University. She lives in Portland, OR where she loves hiking and exploring the great outdoors.



Amelia Hooper, Director of University Relations Research and Interim Director of University Relations Information Services, University of Puget Sound

Amelia first joined the University of Puget Sound prospect research team in 2016 and has been director of research since 2020. She added "interim director of information services" to her increasingly unwieldy title in April 2023. The world of prospect research first called to her in 2012 and she hasn't looked back since. Along with her partner and one very needy cat, Amelia resides in Tacoma.; Chris Mildner, The Nature Conservancy



Chris Mildner, CFRE, Prospect Research Analyst, The Nature Conservancy

Chris Mildner's development career progressed out of the primordial ooze of hard-copy, DOS and dial-up to adventuring in the contemporary terrain of prospect and business intelligence. Currently, she provides prospect development, discovery management, and strategy development for Alaska, Canada, Oregon and Idaho at the Nature Conservancy. Previously, she held prospect research, database management, and donor relations positions at higher ed and healthcare institutions. She has been an author and editor for Apra Connections, has made presentations on a variety of development topics, and has taught the prospect research segment for the AFP CFRE exam prep course. Chris has a B.A. in intercultural and organizational communication from Rutgers University.

Researching a Community Crowdfunder*

2:00 - 2:30

Building on the successful tactics employed in prospecting for a multi-channel fundraising campaign, the University of Oregon has begun offering Prospect Research in support of email solicitation lists for unit-sponsored crowdfunding initiatives, known as DuckFunders. The process of prospecting for a crowdfunding campaign starts months before the initial launch - with an intake interview between the community members sponsoring the campaign, the project manager, and (ideally) the prospect researcher. Interest-based segmentation efforts across multiple tools - and in coordination between multiple campaigns - can lead to more effective solicitations, higher engagement, and more gifts.



Presenter: Laura Johnson, Prospect Analyst, University of Oregon

Laura grew up in Eugene, Oregon, earned her B.S. in Psychology from the Clark Honors College at the University of Oregon, and joined the UO office of Advancement as a prospect research analyst in July 2011. True to pattern, she lives and works in Eugene, alongside her partner and with one very spoiled housecat. When she's not planning her next international travel adventure, Laura enjoys opportunities to talk shop about database analytics, early-pipeline development, and interest-based prospecting.

Working with a Team and Trustees and Volunteers to Identify and Cultivate Leads

2:45 - 3:30

Learn how to prepare lead review lists for board member and volunteer review. Discover ways to work with your team, board members, and volunteers to track and manage new lead discovery and cultivation.



Presenter: Chris Mildner, CFRE, Prospect Research Analyst, The Nature Conservancy

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Make Metrics Make Sense: Creating Equitable Frontline Fundraiser KPIs*

3:30 - 4:15

Frontline fundraiser metrics make or break employee engagement, retention, and career pathing. KPIs are necessary for our orgs' success--from prospect research to projections to dollars in the door. Yet most organizations are leaning on frameworks developed long ago, which don't incorporate core values of diversity, equity, inclusion and transparency. We will touch on characteristics of white supremacy culture apparent in current KPIs and outline a process for improvement. Participants will conduct a self-assessment and leave with practical next steps for making metrics make sense.



Presenter: Anne Murphy, Founder and CEO, Empowered Fundraiser

Anne is a professional fundraiser with 25 years of experience in higher education and nonprofit advancement. Her why is to deliver on the promise of a better future. Working with other passionate higher education and nonprofit leaders, Anne has raised hundreds of millions of dollars for STEM education, medical research, arts and culture, open spaces, at-risk youth, food security, and higher education. As a senior leader in higher ed, she has led campaigns, managed large teams, and partnered with academic leaders.

As the founder and CEO of Empowered Fundraiser, Anne leads a team serving advancement programs through fundraising training and development, strategic consulting, and executive coaching. She hosts a professional development community, Empowered Fundraiser Pro, to bring development professionals from around the world together for an interactive workshop every Monday, a Slack channel for support all week, and an online professional development platform for members to access whenever it's convenient for them to learn and grow.

Anne is an avid backpacker and shameless TikToker. She's a proud mama of three, a dog lover, a way-too-loud laugher, and partner to her best friend in the world. She and her family have lived in Corvallis, Oregon for 18 years.