

Apra-Virginia Fall Conference: Wednesday, November 7, 2018
University of Virginia in Charlottesville, VA

Using Data Analytics to Build the Prospect Base and Pipeline- *Kat Banakis, Senior Vice President, Analytics, GG+A & Brianna Kauhane, Director of Donor Relations and Prospect Development, Virginia Tech*

Kat Banakis, Senior Vice President, Analytics, assists clients in using analytics in campaign, staffing, and prospect projections as well as in related staff performance metrics. Kat supports clients across industries to maximize prospect management and research, align staff metrics to overall development goals, gain insight into donor preferences and behavior, create effective prospect pipelines, and improve donor outreach and engagement efforts. She recently designed and implemented portfolio review processes, projections, metrics, and dashboards at Cornell University, the American Heart Association, the University of North Carolina at Chapel Hill, the San Francisco Museum of Modern Art, and Vanderbilt University and Medical Center.



A Fundraiser's Perspective: Defining the "Qualified" in Qualified Prospect? - *Kaffie Milikin, Director of Regional Programs, Smithsonian Institution*

At the Smithsonian, we are developing a working definition among our fundraisers about what constitutes a qualified prospect. Definitions among fundraisers and across the institution differ. Shocking! Prospect researchers and fundraisers will find success when they identify a shared understanding of process and a common language. (Or, at least, I think so!) Let's discuss the Smithsonian's working definition and open a conversation about what qualified means to you.

About Kaffie Milikin:

For the last six years, Kaffie Milikin has been the director of regional major gifts at the Smithsonian. In this role, she and her team work at the intersection of membership and principal gifts and in collaboration with staff members from 19 museums and centers, and volunteers across the country.

Prior to the Smithsonian, her world was very different. She worked in grateful patient philanthropy at George Washington University and Georgetown University. She worked with hospital administrators, academic deans, and physicians to build bridges of mutual support among stakeholders to grow philanthropy.

Kaffie received her Bachelor of Arts from Texas Christian University and a Master of Arts in International Studies from the University of South Carolina. She lives in DC.



Prospect Development: The Next Generation *Bond Lammey, Managing Associate, Bentz Whaley Flessner*

With the ever-expanding landscape of tools, resources, and data available to prospect development professionals, it's challenging to prioritize your most valuable ones. In a small organization, when faced with multiple roles, you may have trouble communicating the value of prospect research to your colleagues and leadership team. Advocacy, whether for yourself or for our profession, is a skill that can be learned and refined.

This session offers perspective on some of the emerging and leading trends in prospect management, along with advice on how to demonstrate your value, gain influence and buy-in, and share the benefits of prospect development with your organization's leadership.

About Bond Lammey:

Bond Lammey is a Managing Associate at Bentz Whaley Flessner specializing in prospect development and donor relations. She has worked with higher education institutions, medical centers, and humanitarian and conservation organizations. Prior to joining BWF, Bond was the Director of Prospect Research at the University of Chicago. Bond received her BA in Sociology and her Masters of Management in Nonprofit Administration, both from North Park University in Chicago, Illinois. She is the treasurer of the Apra International board and an instructor at the Rice University Center for Philanthropy and Nonprofit Leadership.

