

NEWSLETTER

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President's Welcome

Dear Apra Australia members,

Welcome to the first of our regular member newsletters! A lot of ideas have been bubbling away for a long time about what our organisation can communicate to members, so I hope you're as happy as I am to see the great variety of content here. Alongside the professional development options, event recaps, news and resources is a profile on long-time Apra Australia stalwart Eresha de Silva. Those who know Eresha will be familiar with her enthusiasm, warmth and creativity over the years, so read on for more about her pathway to the present day. I'd especially like to thank our Editor Tim Grime for his energy and vision in making this happen and Elise Leo for her contribution to this edition. Enjoy the read!

Stephen Rowe
President, Apra Australia

Webinar Review

On 4 June Apra Australia hosted a panel discussion on the impacts on prospect research due to COVID-19.

While each organisation has experienced unique challenges due to the pandemic, it is clear from the panel discussion that we are united in mastering the art of working from home, managing the joys of new technology and pivoting to new organisational priorities and needs.

Key points of the panel discussion included:

- ⇒ Embracing and utilising the universality of the COVID-19 context which can allow for greater connection and opportunities with colleagues, donors, unlikely prospects and your Board and their networks
- ⇒ Utilising this time to improve processes and work collaboratively across the organisation
- ⇒ The opportunity video calls can create to connect with some donor demographics and the difficulty that this creates with others.
- ⇒ The importance of reflecting on changes that can be brought forward when we reach a 'new' normal.

Thank you to the panellists, Pauli Kautoke (University of Queensland), Trudy Doe (Salvation Army Australia), Julie Wood (Burnet Institute) and Stephanie Kennez (Arts Centre Melbourne), for candidly sharing your experiences in adjusting to prospecting in a pandemic.

Diary Dates:

- **27 Aug (15:00 BST)** - [NanoConference 03](#) - Sage Advice: A Journey with Fundraising Greats
- **1 Sep (12:00 AEST)** - Apra Australia webinar - FIA CEO Katherine Raskob to present on Privacy
- **23 Sep (12:30 AEST)** - Apra Australia presentation to FIA on "Principles of Prospect Research"
- **TBA** - Apra Australia 2020 Conference (stay tuned for an announcement!)

Network News

PYROTALKS: A new organisation in the UK, [Pyrotalks CIC](#) launched a few months ago, providing "specialist knowledge for non-profits, made accessible, advancing the not-for-profit sector by importing specialist knowledge through a series of online training, talks & their flagship NanoConference."

Their NanoConference 01 on Prospect Research was a jam-packed intense 90 minutes with info-heavy presentations by five great presenters.

Click the link above for information on future NanoConferences and training

sessions. Some are free for first-timers, with a "pay-what-you-feel" and subscription packages for regular delegates.

We have a current offer from Pyrotalks for Apra Australia members - 20% off any bookings made up to 31 August 2020, use code "AUSFRIEND20%"

FIA: On 1 September, Katherine Raskbo, CEO chief executive officer of [Fundraising Institute Australia](#) will be presenting a webinar on privacy to Apra Australia,

"It's important to review the way in

which consent is obtained for best practice and also in advance of potentially stricter legislation around the issue of consent which likely to land in Australia in the coming year or two. Therefore, in fundraising, we ensure our data is collected and managed and how we can further our own data standards in preparation.

Katherine will discuss issues around data privacy and ethics in data in fundraising including as they relate to the FIA Code."

Details for this webinar to be advised in a separate communication.

Meet one of our members:

Eresha de Silva

What is your current role?

My current role is Prospect Development Specialist at Macquarie University.



Years of experience in prospect research/development

I have been working in prospect research/development just over eleven years. I have been very fortunate throughout that time, to have had experience in all aspects of prospect development as well as, being able to build a global network of prospect devel-

opment professionals, organise a prospect development conference, be involved with the committee which formed APRA Australia and even have the opportunity to witness the APRA Australia president receiving the first award presented by APRA to an international member (presented in Pittsburgh, USA).

If you have had other roles in NFP/HE/Arts/etc could you provide a brief overview of those roles and years of experience?

No other roles. The prospect development function at Macquarie University was established by myself under the sponsorship of my then director and was my first role in the industry. Since then, our function has developed well through time and is now regarded as an essential service for those involved in Advancement at the University. I have also been fortunate to be able to informally assist a few other organisations and projects with prospect research related activities.

If you joined your current role from outside the industry, what attracted you to the role?

My background prior to prospect research was information science, information technology and project management. I joined Macquarie as the Database Administration Manager for enhancement of the CRM. We then realised the gap in lack of a prospect development function and within a few months of my employment I moved into such a role.

What inspires you in your role/at your organisation?

The areas which inspire me in my role apply to prospect development in general. I enjoy the whole range of work; beginning with a blank canvas and building a picture of the person or organisation to finding varied methods for identifying new prospects based on the fundraising strategy at the time. I also enjoy the opportunity to meet or liaise with people in the industry both in Australia and internationally and have had the privilege of working or liaising with some of the best and interesting. I like my role at Macquarie due to the autonomy I have, to work in all aspects of prospect development and the broad range of areas available in the University, to match with a prospect's interests.

Your favourite or valued resource, and why (preferable for an online source which can be shared)

It is difficult to pinpoint one since the resources required will vary for different situations. However for me, I think for domestic research LinkedIn, Giftsearch (Fundraising Research and Consulting) and the PAF(AskRight) databases are invaluable, since they have easily accessible information which assists me to speed up my regular work. For international research, LinkedIn would be a key resource and any others would depend on the country.

Tell us something not many people know about you.

The people I know closely know this; I love the performing arts. Fresh herbs come a close second!

apra Australia fosters the sharing of knowledge and experience

Sharing your story with us enables others to read about your experience and knowledge

Drop us an [email](#) to share your story

Handy reference sites:

- [Sharecast](#) for UK share price, listed company info
- [Knight Frank – The Wealth Report 2020](#): The Global Perspective on Prime Property & Investment
- Back-of-the-napkin privately-held company [value calculator](#)
- [Visme](#) - online design tool for data visualisation, a versatile content creation tool

Get in touch if you have a site to share.

Mentoring Program Update

The Apra Australia mentoring program has got off to a great start, we matched 11 pairs of mentors and mentees. The response from the first check in email sent out to the participants was very positive and everyone, especially the mentees really value being involved and having someone with more experience to mentor them.

Many thanks to the mentors for being involved and the mentees for their interest. The program continues to accept applications and make matches throughout the year.

What caught the editor's eye



Rif UK
@rifuk

I have a prospect research joke, but it's sat around for years without anyone actioning it

1:28 AM · Jul 25, 2020 · Twitter for iPhone

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