



What is Prospect Research?

Simply put, prospect research is the identification of, and subsequent research into, prospective major donors and influencers - individuals, trusts and companies - with a view to maximising their support for your organisation.

It involves the gathering and analysis of biographical, financial, corporate and philanthropic information from a wide variety of sources, both publicly available and those unique to your organisation (such as your supporter database).

Prospect research is invariably time-consuming and complex, as each piece of research needs to be tailored to the individual prospect being researched and relevant to the requirements of your organisation, but it is a proven cost-effective way of raising significant funds.

You can learn more about prospect research from the following articles:

[What is Prospect Research?](#) By Mathew Iredale

[The Rise and Rise of Prospect Research](#) by Rebecca Funnell and Corrie Darker

[Prospect Research: Finally Coming of Age](#) by Matt Ide

[Prospect Researchers for Advancement](#) from the APRA website

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