INF1005H - Information Workshop Description

Introduction to Prospect Research in Non-Profit Organizations

Section 0110, Thursdays from 6:30-9:30pm (week of January 9, 2017 to week of February 13, 2017)

Instructor: Jennifer Zhang

Did you know that Canada’s nonprofit and voluntary sector is the 2nd largest in the world and that two million people are employed by these organizations? This represents 11.1% of the economically active population.

As information professionals, your research, data mining, analysis and information management skills are in high demand in the nonprofit sector.

This workshop will provide you with hands-on training and practice in all aspects of prospect research. Topics will include key elements in prospect research, biographical research, wealth indicators, prospect identification and prospect pipeline management.

If you are interested in pursuing a career in prospect research, this workshop will well prepare you, wherever that career takes you -- universities, colleges, private schools, hospitals/healthcare or arts and community organizations.