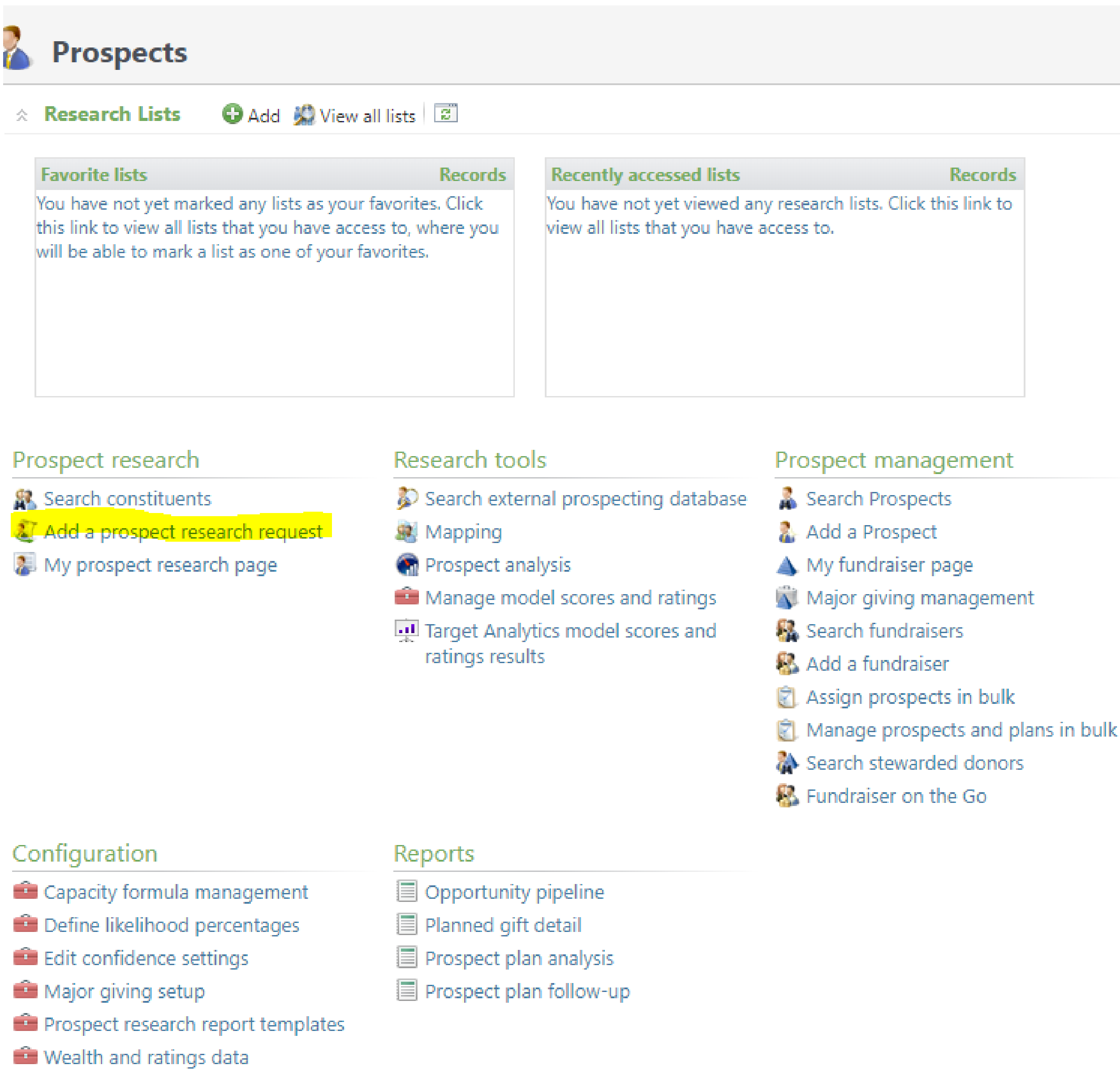
Business Process- Research Requests

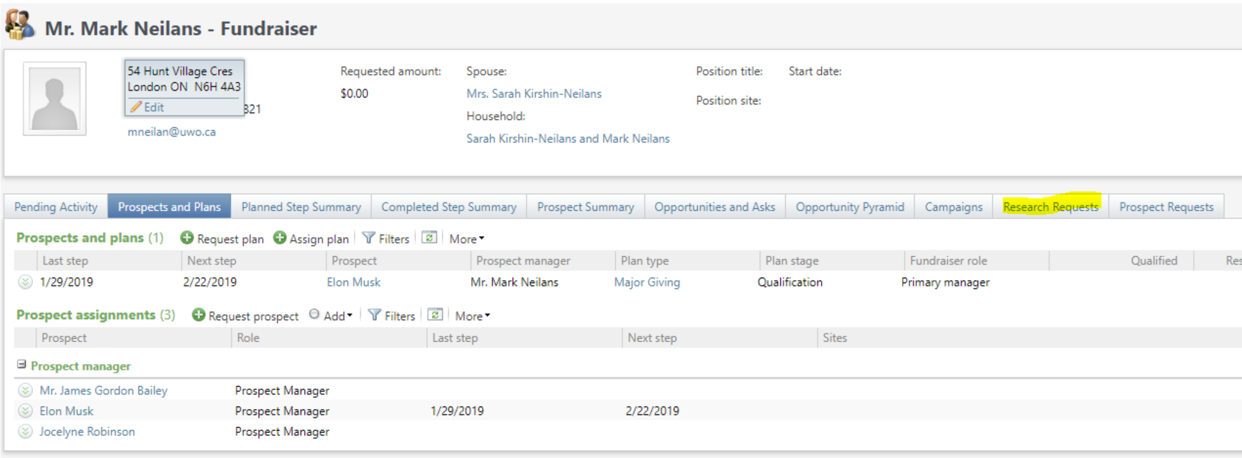
All Prospect Research profile requests can be made through BBCRM. The requests can be made, tracked, and completed within the system.

The prospect research request form can be accessed in a few different ways.

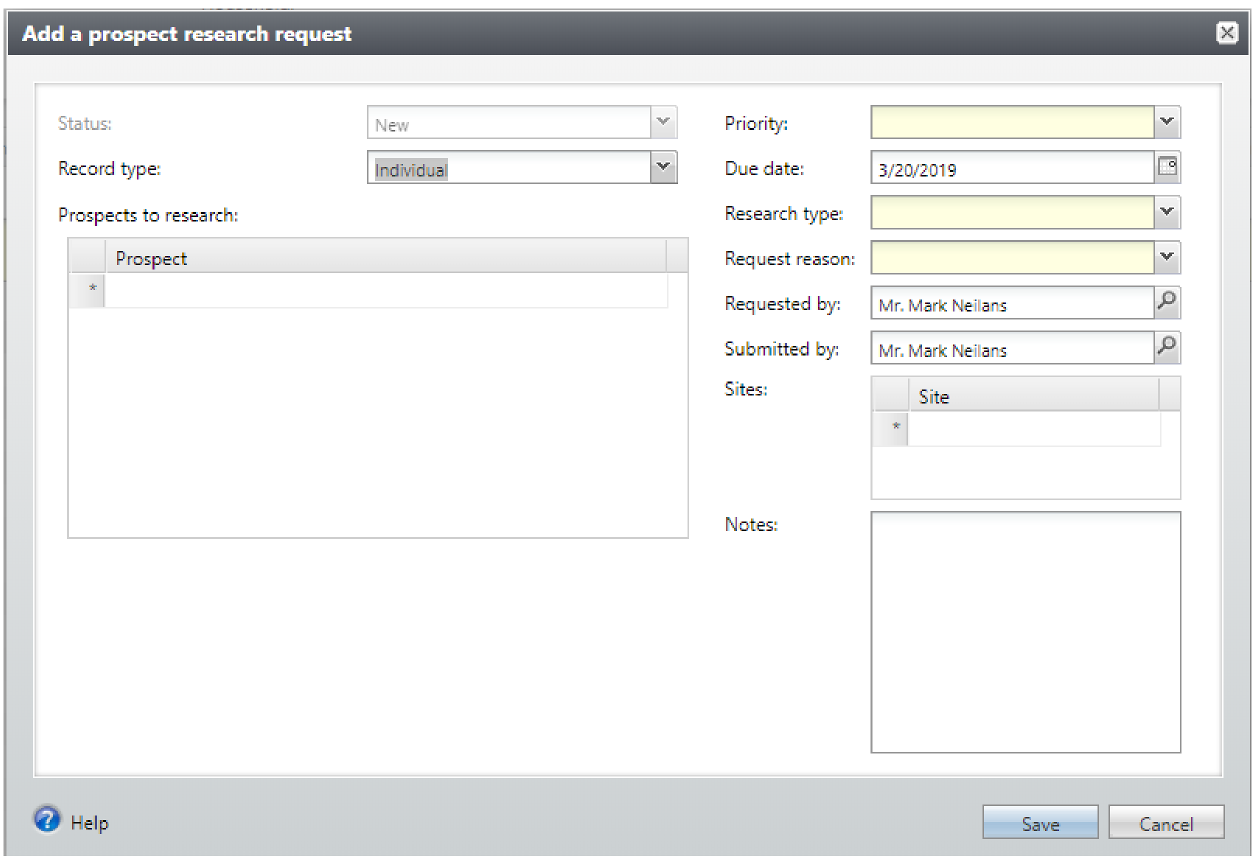
The Prospects home page includes the prospect research request:



The prospect request tab can be accessed on the My Fundraiser page:



Both of these locations will take you to this same request form:



Prospect Research Request - Form

Here is an outline of the fields, values, and data entry needed to fill out the prospect research request form.

Field	**Drop down values**	**Data Entry Needed**
Status		
Record Type	Individual Event Research List Organization	Select the type of research you are requesting; if the request falls into more than one category, you will need to submit multiple requests
Prospect		Search and select the prospect (s) you are requesting research for
Priority	Standard Urgent	Select the priority: Standard – 2 weeks from date of request for a typical research request Urgent – select date needed by
Due Date		The due date is set to 2-weeks from the request date, but can be modified by the person making the request; if selecting ***Urgent***, fill in the date the research is needed by
Research Type	Full Profile Brief Profile Media Scan Giving Scan Risk Assessment Project Request	Select the research type you are requesting (see below for more details)
Request Reason		Select the reason the research is being requested; if the reason falls into more than one category, select the first one that applies
Requested by		Enter the fundraiser or staff using the research; if more than one fundraiser or staff, enter the most senior fundraising staff member
Submitted by		Enter the staff member submitting the research request (this can be the same or different from the Requested by person)
Sites		Select the Faculty the research is being requested for; if more than one Faculty is needed, select as many as appropriate
Notes		Provide more details as needed; details that might help put the research in context, or provide some specific instructions

Definitions

Record Type
The record type will modify the research request. It will require additional information (event or research list details), or it will modify search function in the prospects to research (individual to organization)

Therefore, select the record type that corresponds to the request you are making.

- Individual
  - Select individual when the request is on an individual
- Research List
  - We are not currently using this function
- Organization
  - Select the organization the research is for

*****If selecting an Individual and an Organization (an individual and their foundation, or a CEO and their company), you will need to make two separate requests.***

Priority
- Standard
  - The Standard priority is 2-weeks from the request date. If the date of the meeting is weeks, or months away, adjust the due date as needed.
  - The 2-week timeframe applies to single research profiles. The Prospect Research team aims to complete all single research profile requests within 2-weeks. (However, there are times during the year where this will be a challenge. In those cases, the research team will work with fundraising staff to meet their needs.)
  - For Prospect List and Project Requests, enter a due date, but these can be discussed and mutually agreed upon with the Manager, Prospect Research.
- Urgent
  - An urgent request needs a date associated with it. Urgent requests can be discussed with the Manager, Prospect Research, as needed.

Research Type

- **Full Profile (estimated research time: 4-8 hrs)**
  The full profile is a report that highlights a prospect's capacity, inclination, and affinity. A Full Profile includes the following:
  - Summary of career, wealth capacity, charitable involvement, affinity with Western (degree, sport, student involvement, awards, recognitions), past giving, pertinent connections, and picture
  - Media Scan - recent news about the prospect, company, and applicable foundation
  - Summary of recent past actions (call reports)
  - Affinity and involvement with Western (events, awards, etc.)
  - In-depth review of giving to Western
  - Overview of charitable giving outside of Western
  - Overview of wealth indicators
  - Overview of career, positions held, directorships (current and past)
  - Company overview - what they do, who works there, how the company is doing on the TSX, corporate giving information
  - Overview of family connections - spouse, children, other family
  - Foundation overview - if applicable

  *Full Profiles are provided for cultivation or solicitation meetings, but not for qualification/discovery meetings.

- **Brief Profile (estimated research time: 2-4 hrs)**
  The brief profile is a document that provides current information on a prospect, their connection to Western, and a brief overview of the company they are affiliated with. The report includes the following:
  - Overview of prospect, degree, giving, picture, institutional involvement, brief biography
  - Brief company overview - with quick media scan on company

  *Brief Profiles are provided for Qualification/Discovery meetings, but can be requested for events and strategy development as well.

- **Media Scan (estimate research time: 1-2 hrs)**
  The media scan is a brief overview of any current news stories related to the prospect. The documents includes the following sections:
  - Overview of prospect, degree, giving, picture, Western involvement, brief biography
  - Summary of recent news about the prospect, or company, or foundation with citations.

- **Giving Scan (estimate research time: 1-2 hrs)**
  These giving scan is a report on any philanthropic giving by a prospect, including gifts to Western, other organizations and any political donations.
  - Overview of prospect, degree, giving, picture, Western involvement, brief bio
  - Charitable giving scan (summary of giving to various charities; political groups and volunteer involvement)

- **Wealth Capacity**
  The wealth capacity is a report that focuses on wealth indicators and past giving, including gifts to Western, to assess a prospect's giving capacity.

- Overview of prospect, degree, giving, picture, Western involvement, brief bio
- All wealth indicators, including real estate, salary and compensation, stock holdings, business ownership, family wealth
- Charitable giving scan (summary of giving to various charities, political groups and volunteer involvement)
- Summary and estimated giving levels

- **Risk Assessment (estimate research time: 2-4 hrs)**
  The due diligence document is a thorough check of a prospect's background with the objective to safeguard Western's reputation from connecting with a donor that could this damage the public perception of Western. The Risk Assessment uses publicly available sources, including newspapers, social media, and websites. The Risk Assessment reports are mandatory when gifts are made to Western that are over $1M or gifts with naming rights. The report includes:
    - Overview of prospect, degree, brief bio
    - Citations and summary of any potential controversy
    - Degrees of Separation Researched

Request Reason

- Meeting
    - A scheduled upcoming meeting, whether by phone or in-person.
- Event
    - An upcoming event (alumni or otherwise), where a potential prospect will be attending
- Strategy Development
    - To help develop a prospect strategy, including potential areas of interest, capacity, and connections
- Risk Assessment
    - This request reason is used in combination with the Risk Assessment

Requested by

- Fundraiser (even if assistant putting the request in, put the fundraiser using the research; if the request is for more than one fundraiser, put the senior fundraiser)

Submitted by

- Whoever is filling out the request form

Sites

- Area of the request – Faculty; if it's for more than one faculty – add both
- This is not a mandatory field

Notes

- Allows for more details, specific instructions, and context to the request
- Provide any information already found or in need of confirmation

Business Rules for Prospect Research Requests

- All research profile requests will be made through BBCRM.

- All research requests need to be attached to a record on BBCRM.

- The standard turnaround time on a research request is 2-weeks, but this may be adjusted depending on how busy the research team is.

- This standard time applies to full research profiles, and not to project and prospect list requests.

- Before making a request, please review the constituent record and any existing research before making a prospect research request.

- If a full research profile has been completed or updated within 2-years of the request date, provide specifics on the request, including the areas you would like updated (for example, capacity, given a liquidity event, etc)

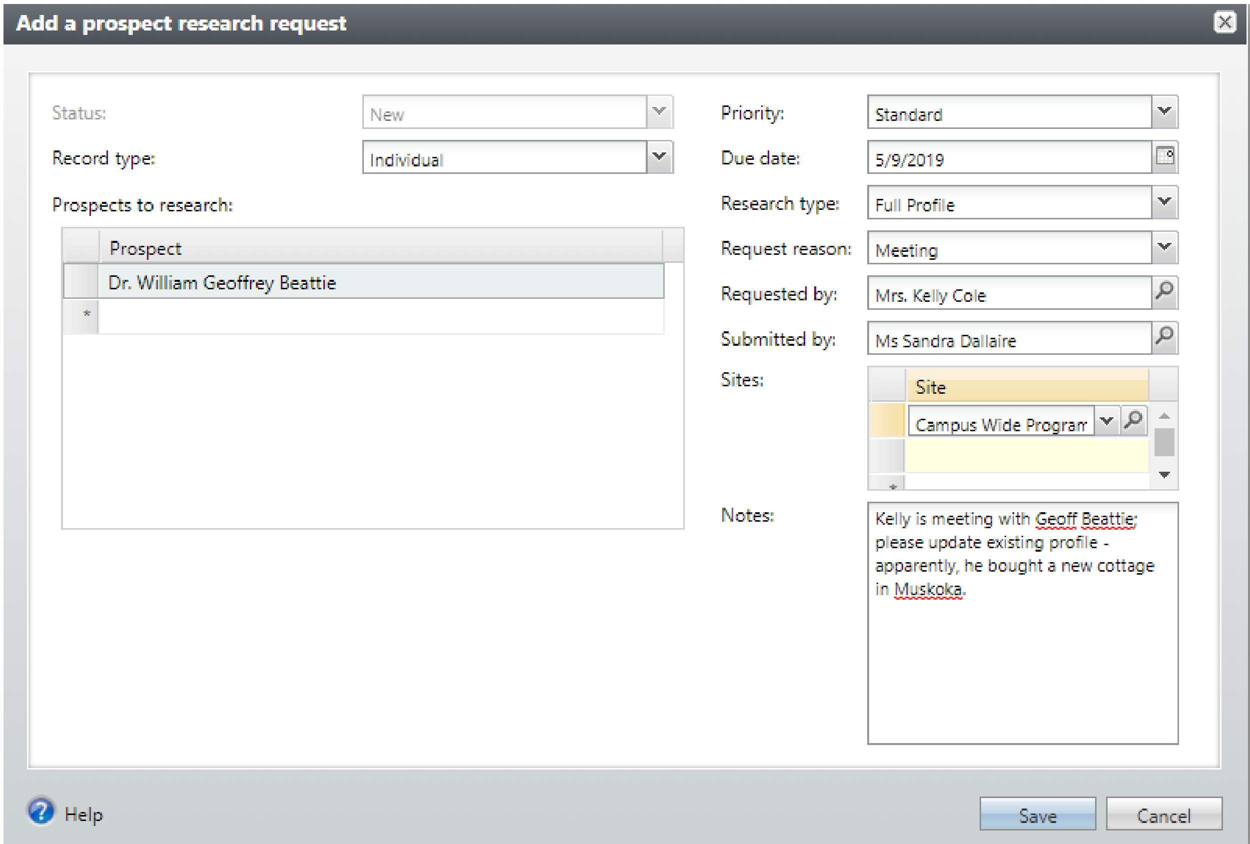
- If you are requesting the same type of research on multiple individuals, one request can be made. The same rule applies if you are requesting research on multiple organizations.

- However
    - If requesting research on an individual and an organization, two requests need to be submitted.
    - If requesting a Risk Assessment and a Full Profile, two requests need to be submitted.

- If you are requesting a prospect list, or trip list, please email the Manager, Prospect Research.

How to make a research request:

Example - Single request, for a meeting, scheduled for 3 months from now.



Fields:

• Record Type	Individual
• Prospect	Geoff Beattie
• Priority	Standard
• Due Date	Change to two weeks before the call is scheduled to take place
• Research Type	Full Profile
• Request Reason	Meeting
• Requested by	Kelly Cole
• Submitted by	Sandra Dallaire
• Sites	
• Notes	Any specific notes or instructions to pass along to the research team

Save

Once you have saved the request, the Prospect Research team will be notified of the request. The Manager, Prospect Research will review the request, due date, and notes, and assign the request to a member of the team.

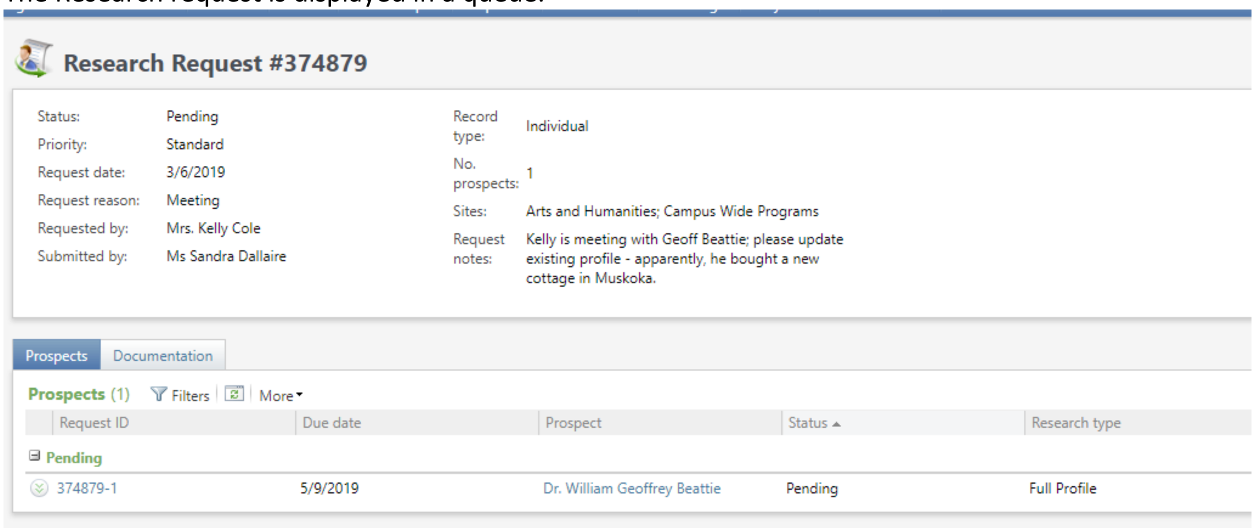
The request can be edited if anything changes, or there was an error in data entry.

Research Request

The Research Status will change as the request is progressing. The Status types are:

- Pending
- Assigned
- In progress
- Completed

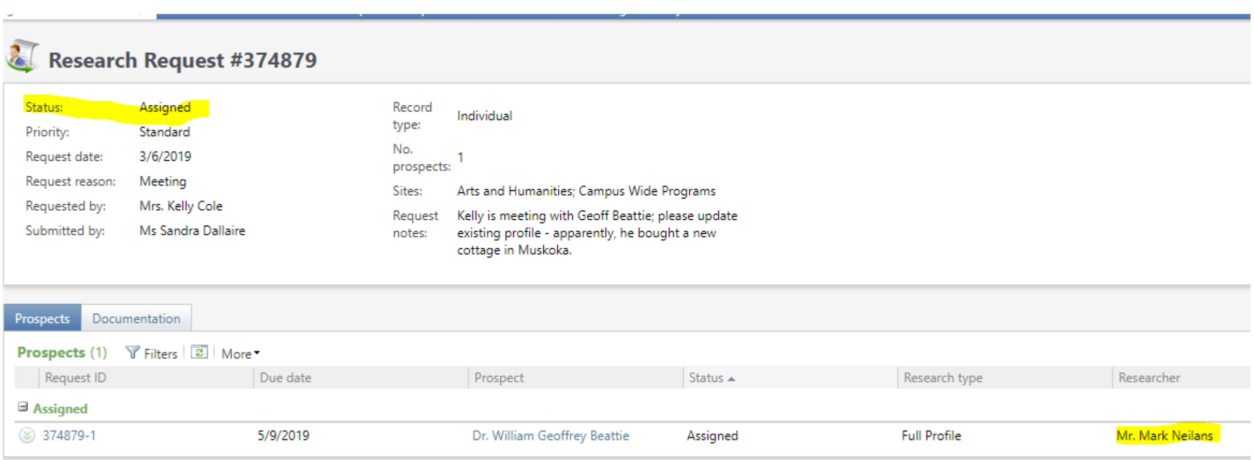
The Research request is displayed in a queue.



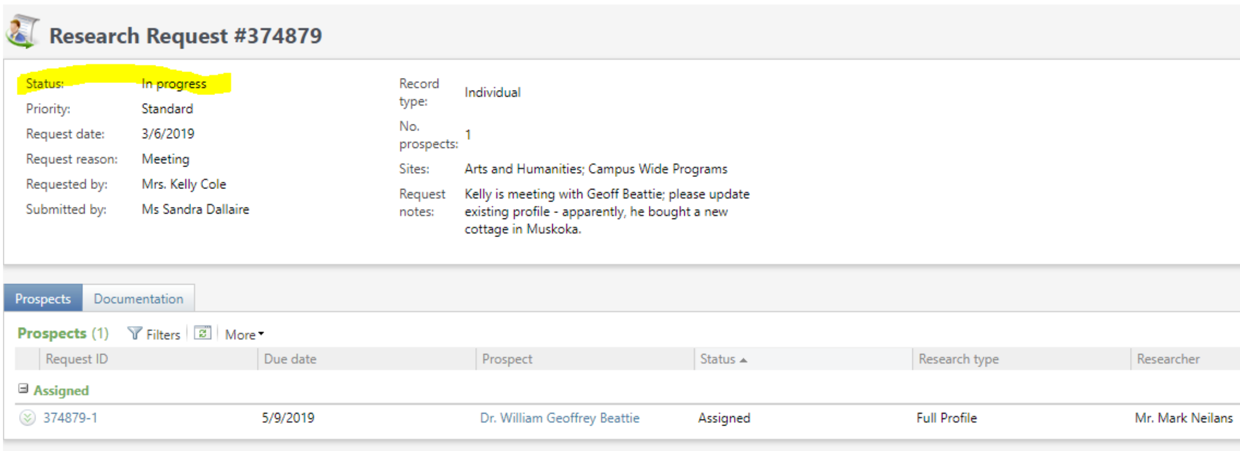
- Status 		Pending

External staff can see the research requests status as it moves through the research process.

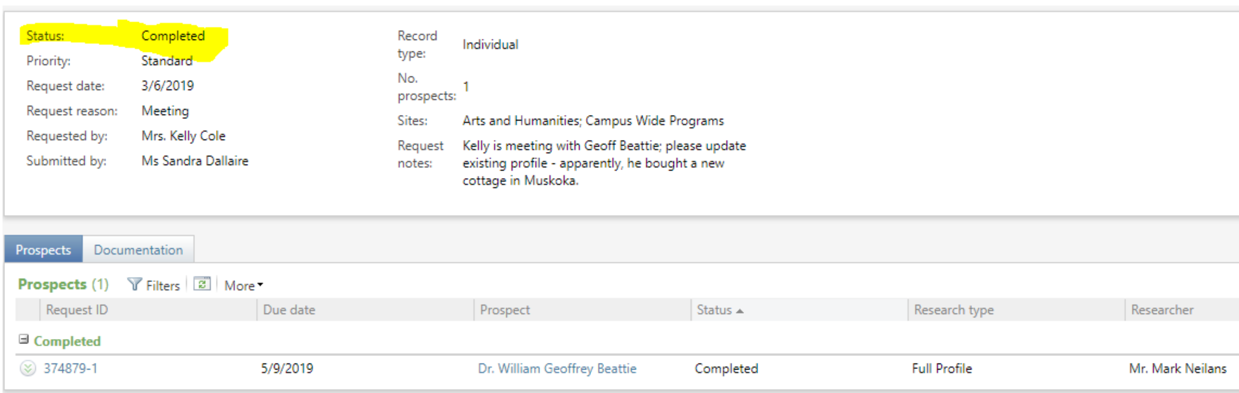
The Manager, Prospect Research will manage the research queue and assign the research requests to member of the Prospect Research team. Once a request has been assigned, Staff will be able to see that it has been assigned and who it has been assigned to:



Once the Prospect Research team has started to work on the request, the Status will change to **In Progress**



Once the research has been completed, the status will be changed to completed.



All research profiles will be archived and linked to BBCRM