

APRA18 RESEARCH TIP SHEET

Supplement to The Hidden Potential of Gift Planning Prospects

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NEWSPAPER & JOURNALS

Factiva (international newspaper coverage; multilingual search; business directory information)

ProQuest (mix of different databases; includes newspapers, academic journals)

Other Periodicals

Canadian Business and Current Affairs (articles from popular, academic, business, trade and peer-reviewed periodicals)

Canadian Newsstand Major Dailies | **Canadian Newsstand TorStar** | **Newsstand**

Canadian Periodical Index (CPI.Q)

n.b., Individual papers, especially local ones, often have their own databases (e.g., **Globe and Mail Historical Newspaper Archive**)

PROFESSIONAL RESOURCES

Professional registries (many professions like nursing and teaching have public databases of their members)

Newsletters of **professional associations** (may not be indexed by Google, try looking for online archives)

Infomart (fka FP Advisor; private Canadian business information)

Canadian Who's Who (tends to include more prominent members of society)

PROSPECT DATABASES

ProOnline (donor reports; wealth screenings; business directories; CRA filings; real estate estimates; US info)

CharityCan (donor reports; Canadian Who's Who; CRA filings)

REAL ESTATE

MPAC

Online real estate listings

Environics Canada (analytics)

SOCIAL MEDIA

LIBRARIES & ARCHIVES

TIPS & TRICKS

#1 TIP: Rely on your research skills first and always! Good research is intelligent, resourceful and creative.

USUAL SUSPECTS

Newspapers | Journals | Other Periodicals

n.b. Local newspapers may have their own databases. Consider archives and non-digitized media for prioritized prospects.

Donor Reports | Charity Annual Reports

Look for long-term loyalty and regularity in giving, not large figures.

Social Media

Try searching with email addresses, looking at self-reported data (e.g., education, location) and existing connections to verify common names. Search for social media accounts of younger family members. Facebook is especially worthwhile.

INTERNET 1.0

e-Newsletters | Email Groups

Search with email address. Use waybackmachine for websites that no longer exist.

PRINT

Archives & Non-Digitized Media

Consider back issues of periodicals if applicable

LIFE CHANGES

Obituaries | Wedding and Birth Announcements | Moves | Retirement

Try historical newspaper databases, newsletters for religious groups, social media.



Don't forget your local library. Public library systems often subscribe to expensive databases, some of which may be accessed remotely.

GOOGLE LIKE A PRO

- Use Google's operators (~, "", -, etc.)
- <https://support.google.com/websearch/answer/134479?hl=en>

Learn when to stop! It is important to recognize that sometimes, you will be unable to find the information you are looking for. GP Prospects want to fly under the radar it is inevitable that you will come across prospects that yield very little information. Consider the cost to benefit ratio of researching one prospect when many others await your consideration.