



Northwest  
Chapter

### *Fall 2018 Newsletter*



Reminders for renewing your Apra-NW membership will be showing up in your inbox in early December. Be sure to renew to take advantage of another full year of prospect research programming and networking!

We are excited to introduce the new [Apra-NW blog](#) with our first submission by Cynthia Lee and Apra-NW President, Krista Berg, both from the University of Washington.

Read, comment, enjoy!

We always welcome more content for the blog so if you have something you would like to share with other Apra-NW members (tips, tricks, successes, and anything prospect research and management), send it over to [Alexa Makhani](#).

### Events

*Thank you to Portland and Seattle members who joined us for our October program, An Apra Prospect Development Recap Coffee Hour. Those who attended the 2018 Apra Prospect Development Conference in Pittsburgh shared their favorite sessions and lessons learned; those who didn't have the chance to attend were able to gain valuable insight from the conference at a much cheaper rate! We heard great feedback about the speaker sessions and are looking forward to [Apra Prospect Development 2019](#) in Phoenix, AZ!*

November 12, 2018

11:00a – noon PST

## Everything I Needed to Know About Prospect Development, I Learned From World of Warcraft

Presented by: Adrian Owen, Director of Research and Prospect  
Management, LSU Foundation

The LSU Foundation is about to embark on its first \$1B+ campaign in the university's history. To prepare, the organization saw the need to instill discipline, overhaul its systems, and develop a progressive prospect management shop from the ground up. In this session you will hear from a world ranked World of Warcraft player on how her experience competing with some of the top guilds in the world provided deep insights that allowed her to build and operationalize the program in a way that has led to transparency, collaboration, and truly donor-centric fundraising opportunities. This is a deep dive into the process that got them there, and the lessons they learned along the way.

**Apra-NW is looking for site hosts for " Everything I Needed to Know About Prospect Development, I Learned From World of Warcraft." If you are interested in hosting on November 12 from 11:00a – noon PST, please complete [this form](#). Feel free to contact [Rachel Du](#) with questions.**



## Board Member Highlight

*Each newsletter, we will be highlighting a member of our Board so that you can get to know the people working behind the Apra-NW scenes a little!*

Hello Apra-NW members! My name is Lindsay Evans and I am your 2017-2019 VP/Treasurer. I've been a research strategist at the University of Washington since 2013, and am proud to have spent almost all of my career in the non-profit world. I started out in admissions at my alma mater, Western Washington University, and spent two years early in my career as a program assistant at Seattle Children's Hospital. A move to Los Angeles in 2008 brought me to my first role in development, as an assistant with Children's Hospital Los Angeles Foundation. I had never heard of prospect research, but quickly discovered I had a knack for it! I started learning the ropes and eventually became a full-time prospect researcher. I enjoy the investigative, curiosity-driven nature of this work, as well as partnering with fundraisers to solve problems, ask and answer the right questions, and develop strategies—all in the service of bringing people closer to the UW. I love my job and feel confident that I ended up on the best team in the galaxy!

Outside of work I lead a pretty significant double life as an actor. I've performed at numerous theatres around Seattle, and you might have even seen me in a couple TV shows. I've got some very exciting projects lined up for 2019, so keep an eye out! When I'm not on stage, you'll find me busy with any number of activities from

I'm grateful for our Apra-NW community, and I hope you are, too. I encourage you to make the most of your membership: participate, make use of our resources, ask questions, volunteer, and share your knowledge and experience! I look forward to connecting with more of you over the next year, and hope to see you in Seattle at our spring conference in May 2019!

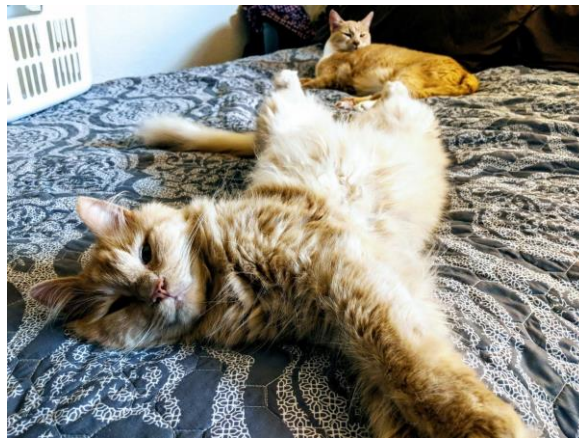


*Enjoying a few of my favorite things: dogs, craft beer, and trivia at Lucky Envelope Brewing in Seattle*



*My husband and me at the summit of Mt. Dickerman in the Mount Baker-Snoqualmie National Forest*

a laundry list of random interests: running, hiking, backpacking, camping, bicycling, traveling (next adventure: Tasmania!), checking out local breweries, meeting strangers' dogs (often at aforementioned breweries), and spending time with my husband and our two enormous ginger cats. I particularly love being outdoors in nature, and was recently certified in Wilderness First Aid. I also occasionally moonlight as a sign language interpreter. (And I do sometimes sleep.)



*Our enormous (and well-loved) cats*

Happy Halloween!

-Lindsay

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