

AGENDA

8:45 a.m.

Welcome

9:00 a.m.

Speaker Adam Fields

“Archives for
Advancement”

10:15 a.m.

Break

10:30 a.m.

Speaker: Marianne

Pelletier

“Relationship
Mapping: Finding the
Best Path to New
Prospects”

11:45 a.m.

Break

12:00 p.m.

APRA AR Business
Meeting



ARKANSAS
CHAPTER

Join us for the free APRA Arkansas Virtual Spring Conference!

Conference Details

Date: Thursday, March 17, 2022
Time: 8:45 a.m. – 12:30 p.m. Central Time
Host: Zoom
Cost: Free!

Join us for our [Zoom Meeting](#):

Meeting ID: 862 3925 8318

Passcode: Apra!2022

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SPEAKER INFORMATION

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arkansas



Adam Fields

Imaging Support Supervisor
University of Arkansas

Adam Fields is the Imaging Support Supervisor for University of Arkansas Advancement. With over 14 years of experience in archiving, he's a bit of an expert on the subject. During this presentation, Adam will go over best practices for imaging teams in advancement and offer his unique insight into this segment of prospect development.



Marianne Pelletier

Managing Director
Staupell Analytics Group

Marianne Pelletier has over 30 years of experience in fundraising, with the majority in prospect research and prospecting. She is one of the first adopters of donor modeling and data mining techniques, and is now a world-renown leader on this segment of the research profession. She currently serves as a trustee for Habitat for Humanity of Tompkins County and is president of the Finger Lakes chapter of AFP. Her recent workbook, [***Building Your Analytics Shop: A Workbook for Nonprofits***](#), is available both on Amazon.com. During this presentation, Marianne will share techniques for relationship mapping.

CONTACT

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