



## Join us for the free APRA Arkansas Virtual Spring Conference!

### AGENDA

9:15 a.m.  
Welcome

9:30 a.m.  
Speaker Lori Hood on  
Ethics

10:30 a.m.  
Questions

11:00 a.m.  
Speaker Jennifer Filla  
on Corporate  
Fundraising Research

12:00 p.m.  
Questions

12:30 p.m.  
Lunch Break

1:00 p.m.  
APRA AR Business  
meeting

### Conference Details

**Date:** Friday, March 19, 2021  
**Time:** 9:00 a.m. – 2:00 p.m. Central Time  
**Host:** Zoom  
**Cost:** Free!

### Join Us For Our Zoom Meeting:

<https://uark.zoom.us/j/89946168346?pwd=KzJVY0FZMFpIQzg3YW5JY0JXMTZ1UT09>

**Meeting ID:** 899 4616 8346

**Passcode:** Apra!2021



## CONTACT

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## Jennifer Filla



A resourceful fundraiser with an innovative focus on prospect research, it's a great day for Jen when she can help an organization focus and connect with its best donor prospects as President of Aspire Research Group LLC or help a prospect research professional learn and apply a new skill as CEO of the Prospect Research Institute.

Deeply committed to advancing philanthropy and the fundraising profession, Jen is co-author of *Prospect Research for Fundraisers: The Essential Handbook*, part of the AFP-Wiley Fund Development Series and has authored numerous prospect research workbooks. She has also served as a volunteer and trustee for numerous organizations over the years including The Center Foundation and Habitat for Humanity of Delaware County, Pennsylvania.

Jen is a member of the Association of Professional Researchers for Advancement (APRA) and the Association of Fundraising Professionals (AFP), and has served on both local chapter boards. She received a B.S. from Neumann University.

## Lori Hood



Lori Hood Lawson has spent her career focused on helping organizations turn data into actionable intelligence. She is the Vice President of Advancement Insights for UC Innovation and the Co-Founder of WorkingPhilanthropy.com LLC. She previously served as Director of Strategic Solutions for Kintera P!N, where she managed a team of consultants, serving more than 300 nonprofit organizations in identification of prospective donors via wealth screening. Before joining P!N, Lori enjoyed the role of Associate Director of Research for The Florida State University Foundation, where she received the Administrator of the Year Award.

Lori is a member of APRA, where she serves as a member and former chair for its Ethics & Compliance Committee; former co-chair of its Online Curriculum Committee; and former member of its Body of Knowledge committee. She has served on the board of the Florida chapter of Apra, most recently as President and Director-at-Large. Lori also is a member of the aasp, where she served on its Prospect Development Best Practices Committee for many years. She was a member of the fundraising operations certification task force and served as adjunct faculty and mentor for the fundraising operations certification program at Rice University's Center for Philanthropy and Nonprofit Leadership.