Analyst Takes Fundraising to New Heights

It’s hard to believe that for the past year, as the development staff enters 157 Church Street dreary-eyed each morning, Senior Research Analyst Lew Nescott, Jr. DIV ’80, ’86 has shown up with two hours of rigorous cardiovascular training already under his belt. His morning routine includes a run up and down bleachers carrying a 60-pound pack followed by sprints with a weighted sled. He then finishes the day with two hours in the weight room before returning home to wake up and do it all again. It’s all part of his training program as he prepares to climb Mount McKinley in June to raise money for the breast cancer program at Yale Cancer Center.

It is a powerful cause that motivates Lew to pursue this both mentally and physically challenging task with such persistence: a desire to make a difference in the lives of women battling breast cancer. All it takes is a visit to the Yale Cancer Center web site to see that this facility is having a meaningful, life-changing impact on cancer patients throughout the state. Each survivor story speaks to the significance of the support of the Cancer Center staff members, who help patients maintain the will to fight. This support network continues even after treatment when patients join the center’s unique Connecticut Challenge Survivorship Clinic, where they are monitored by a team of medical professionals and provided with counseling and rehabilitative guidance.

The Yale Cancer Center’s Breast Cancer Program is run by pioneers in the field: Lyndsay Harris, MD; Donald Lannin, MD; and Liane Philpotts, MD. The program staff coordinates care so that diagnosis and treatment are fast, well-organized and personal. The Center also boasts a cutting-edge research program, where six clinical trials are currently conducted in breast cancer.

Much like a family facing a breast cancer diagnosis, Lew Nescott’s climb of Mount McKinley comes with unfathomable challenges. Mount McKinley’s 20,320-foot summit makes it the highest point in North America, and climbers are often met with winds of up to 100 miles per hour and temperatures of 40 degrees below freezing. Just passing the mountain’s lower glacier requires precise timing (not to mention nighttime climbing) since too much heat from the sun can make the area impassable.

Aren’t you glad it’s not you climbing? So what are you waiting for?! Make a donation in support of Lew’s climb by filling out the online form and bringing it to the Cancer Center Development Office on the 10th Floor at 157 Church: www.yalecancercenter.org/involved/climb.html.

You’re Invited!
On June 12th, join us at day’s end in Room 840 to wish Lew well on his adventure!

Director’s Corner
Summer is finally here, but it’s hardly time for slowing down!

Instead, the research team will be starting projects stored over the long winter. Our student interns’ work includes updates to our board membership lists and family trees, qualification of non-legacy parents, and completion of our spreadsheet on Personal Foundations.

Prospecting efforts will be advanced with the new Who’s Who in BERT and the networking function of the Leadership Directories. We also have a number of prospecting efforts for West Campus planned. We look forward to a sunny annual retreat to plan next year’s goals that will no doubt include more prospecting!

~Melinda

PS. If you haven’t noticed, the MPF screen is now live. I want to thank IT’s Deanna, Ralph, Melissa and Thad; and Dana for all their hard work in making this happen.

Student Interns
This month we welcome ten summer interns, all but one Yale students, from such far-off places as Ghana, Korea, Kansas, and Cleveland. But first, we said goodbye and thanks to interns Kyle Mitchell ’08 and Dave Damsgaard ’08, both of whom are headed to New York after graduation, Dave for Wall Street and Kyle, hopefully, for Broadway. We also jealously watched some jet-setting interns take off for London, Bangalore, and Jordan for the summer; we wish them luck and look forward to seeing them again in the fall!

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On the web at http://www.yale.edu/devresearch/office_publications.html
Yale Trivia!

These three men are the only past presidents of Yale after whom residential colleges were named. Who are they?

a. 

b. 

c.

Please email answers to: prospectresearch@yale.edu. One correct respondent will win a prize!

Congratulations to Rebecca Pilster-Pearson for being one of six to correctly define DILS (the program started in 2001 to allow Yale students to study less-commonly taught languages) as “Directed Independent Language Study.”

Three of the languages not taught through DILS are:

- Coptic (a nearly extinct Egyptian language used in the Coptic Christian Church);
- Faroese (the distinct Scandinavian language spoken in the Faroe Islands); and
- Romansh (a romance language spoken in Switzerland; that country’s fourth national language)

The first is taught as a regular course at Yale (it is most often studied by religious scholars), while the other two have yet to be offered!

Reflections on the NEDRA Conference

The New England Development Research Association (NEDRA) held its 21st annual conference, Partners in Philanthropy, May 1–2 in Providence. Our own Nancy Faughnan, a NEDRA board member, served as the conference chair; planning the two-day event diligently over a long nine months.

The conference title was selected to convey researchers’ daily practice of partnering with colleagues (throughout development) to elicit the best possible outcome from our donor relationships, thus demonstrating our dedication to nurturing philanthropy through prospect research. In addition to offering targeted subjects such as research math and quantitative analysis, the conference provided sessions on broad-based topics, such as prospecting for planned giving, database segmentation and privacy. Penelope Burk, president of Cygnus Applied Research and the author of Donor-Centered Fundraising, was the event’s keynote speaker.

NEDRA was organized in the 1980s when prospect research first was identified as a need in development offices and before the arrival of the Internet. It has since grown into a 400-member organization that focuses on providing growth opportunities and best practices for researchers and anticipating the major trends affecting every facet of our industry.

Who’s Who Update

You’ve probably noticed by now that Who’s Who in BERT is up!

A Who’s Who profile now can be accessed, if one exists, via a hyperlink near the top of the BERT profile. In addition, BERT reporting may be used to find certain prospects with the Who’s Who bios and to download the bios themselves.

When creating a Person Savedlist, there is now the option to specify that a WW profile exists, and also to specify keywords and occupation information. Further, after creating a Savedlist, all of the WW profiles may be downloaded with the report called DEV_0118, which is located in the Person folder under Individual Fundraising Output. Thank you so much to IT for all their hard work and to our students who cleaned up the data!

Welcome Michelle Reid

Michelle Reid ’07 comes to us after completing an internship at United Way of Greater New Haven, where she acted as a liaison between United Way and Yale during the 2007-2008 campaign. A native of Atlanta, Michelle graduated from Yale College with a BA in History of Science and History of Medicine and was involved with several science and community service organizations on campus.

Outside of work, Michelle loves to dance and is a member of Rhythmic Blue, a contemporary dance group on Yale’s campus. She also enjoys reading, traveling, shopping, and spending time with her family and friends.