



INSIGHT
PHILANTHROPY
RESULTS

EXPLORE

PD25

New Depths

August 19-22, 2025

Hilton Baltimore Inner Harbor Hotel, Baltimore, Maryland

The Journey Unfolds:

CHOOSING A CAREER PATH IN PROSPECT DEVELOPMENT

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While you're waiting, complete your
session evaluations in the mobile app!

AGENDA & GOALS

- Who is Kelyn and why is she presenting on this?
- Who are you and why are you here?
- Getting to know yourself
- Job tasks and duties
- Organizations
- Next Steps

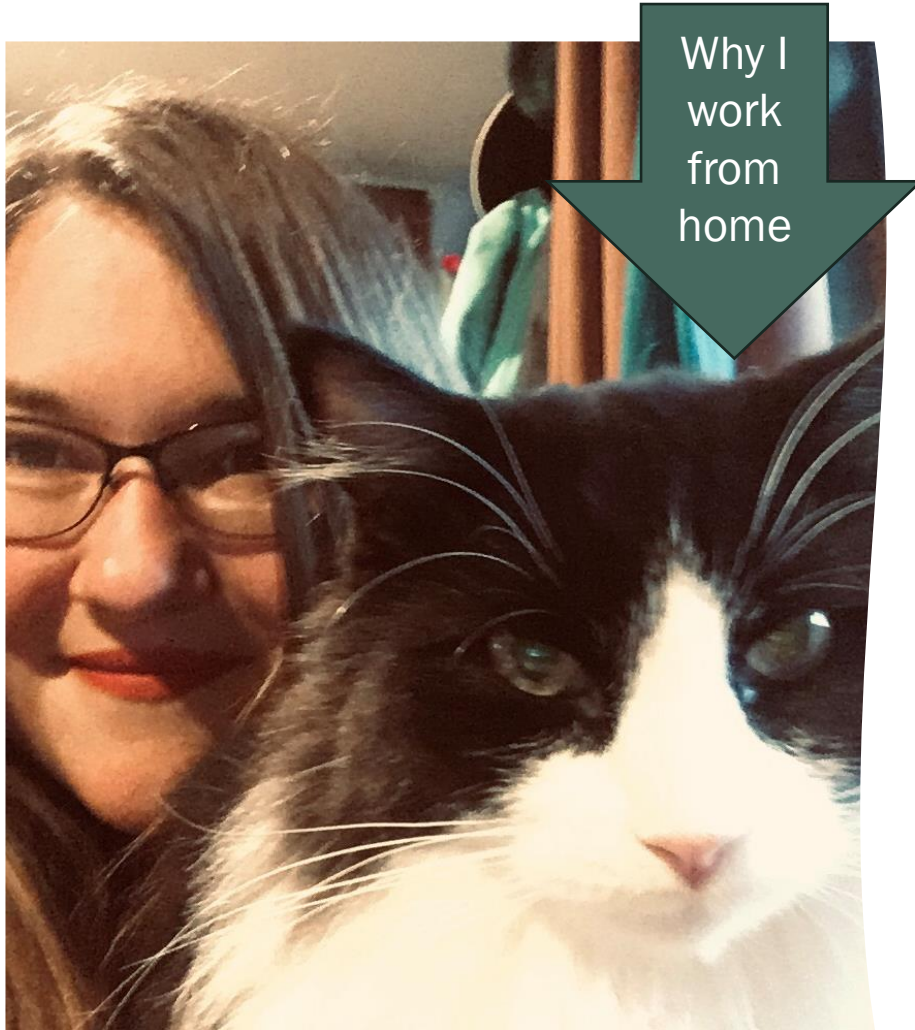
GOAL: That you walk away feeling slightly more optimistic about your career path (or like you have the tools to help others with theirs).

Why me, why you?

INTRODUCTION

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WHY ME?



- Currently work for International Fund for Animal Welfare (IFAW)
- 13 years in fundraising
- Career was not a straight line
- Worked for conservation, political, environmental, healthcare, and education NPO's
- Finding prospect research (yay!)
- Unlocking the keys to finding the best job for me (aptitude testing)
- Joy in mentoring fundraising professionals around career paths
- Cat and chicken mom

WHY YOU?



How did you get into Prospect Development?

A different role in a nonprofit? A random job search? Through a different field entirely?

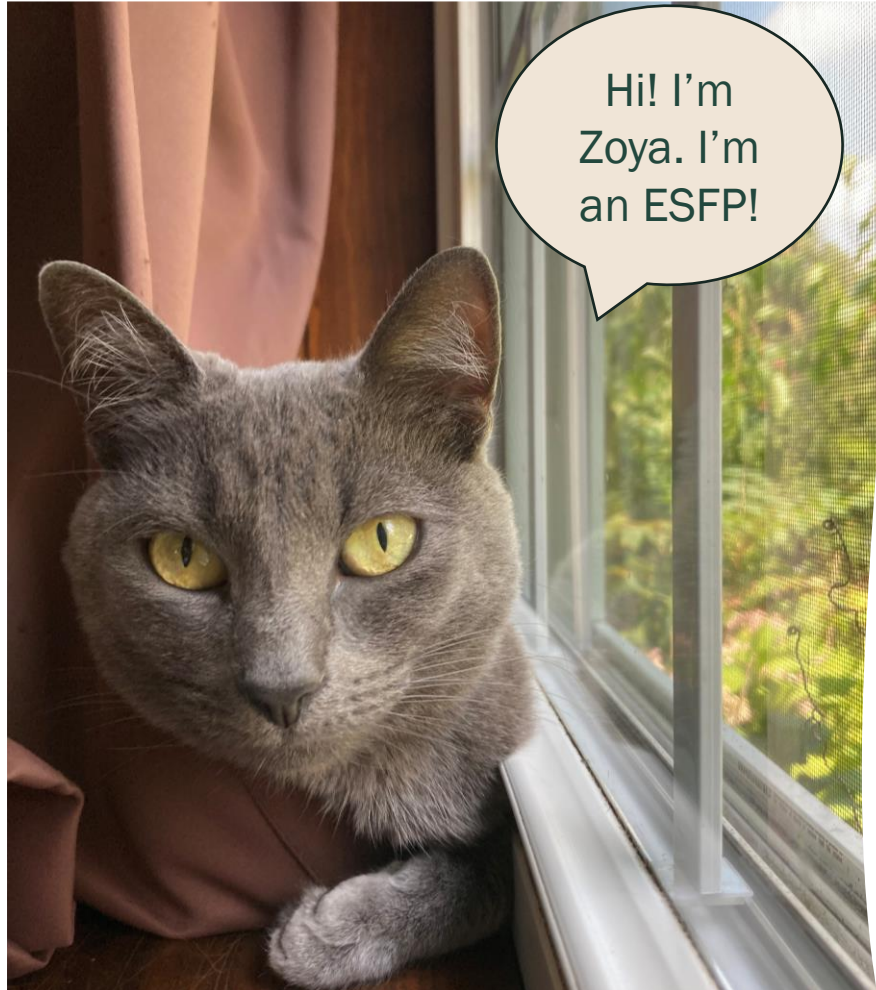
WORKSHEET ACCESS

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KNOW THYSELF

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GETTING TO KNOW YOU



- Myer-Briggs Type Indicator or MBTI (www.16personalities.com)
- Gallup CliftonStrengths Finder (www.highfivetest.com/cliftonstrengths-free/)
- Enneagram ([Take the Free Enneagram Personality Test | Personality Path](#))
- DISC Assessment ([Free DISC Personality Behavior Assessment Test \[No Email Required\]](#))
- A-F Work

MYER-BRIGGS TYPE INDICATOR (MBTI)

Analysts

Intuitive (N) and Thinking (T) personality types, known for their rationality, impartiality, and intellectual excellence.

Architect
INTJ

Logician
INTP

Commander
ENTJ

Debater
ENTP

Diplomats

Intuitive (N) and Feeling (F) personality types, known for their empathy, diplomatic skills, and passionate idealism.

Advocate
INFJ

Mediator
INFP

Protagonist
ENFJ

Campaigner
ENFP

Sentinels

Observant (S) and Judging (J) personality types, known for their practicality and focus on order, security, and stability.

Logistician
ISTJ

Defender
ISFJ

Executive
ESTJ

Consul
ESFJ

Explorers

Observant (S) and Prospecting (P) personality types, known for their spontaneity, ingenuity, and flexibility.

Virtuoso
ISTP

Adventurer
ISFP

Entrepreneur
ESTP

Entertainer
ESFP

GALLUP CLIFTONSTRENGTHS FINDER



STRENGTHEN

- 1. Input
- 2. Strategic
- 3. Ideation
- 4. Positivity
- 5. Intellection
- 6. Individualization
- 7. Futuristic
- 8. Connectedness
- 9. Learner
- 10. Adaptability

NAVIGATE

- 11. Communication
- 12. Relator
- 13. Achiever
- 14. Activator
- 15. Responsibility
- 16. Arranger
- 17. Maximizer
- 18. Developer
- 19. Self-Assurance
- 20. Woo
- 21. Belief
- 22. Context
- 23. Focus
- 24. Analytical
- 25. Command
- 26. Deliberative
- 27. Empathy
- 28. Competition
- 29. Discipline
- 30. Significance
- 31. Restorative
- 32. Includer
- 33. Harmony
- 34. Consistency

You lead with **Strategic Thinking** CliftonStrengths themes.

EXECUTING themes help you make things happen.

INFLUENCING themes help you take charge, speak up and make sure others are heard.

RELATIONSHIP BUILDING themes help you build strong relationships that hold a team together.

STRATEGIC THINKING themes help you absorb and analyze information that informs better decisions.

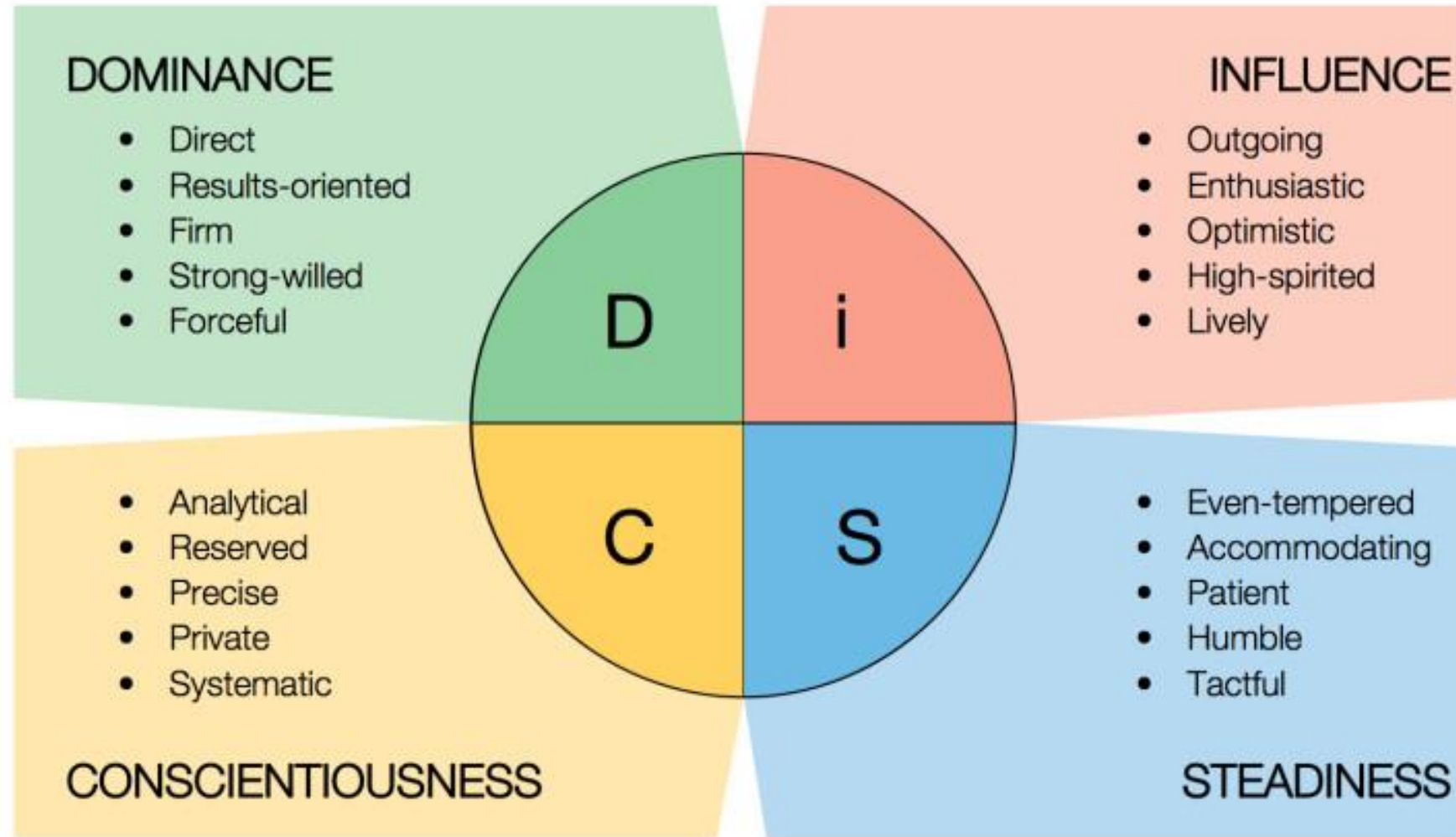
READ "IDENTIFY YOUR UNIQUE CONTRIBUTION: THE CLIFTONSTRENGTHS DOMAINS" SECTION TO [LEARN MORE](#)



ENNEAGRAM

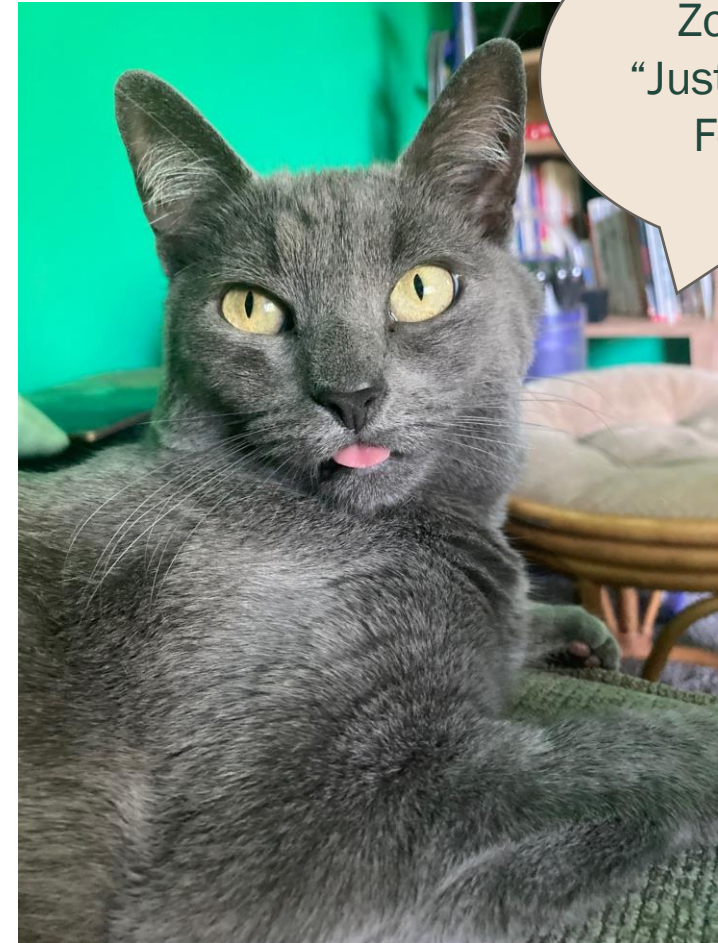


DISC ASSESSMENT



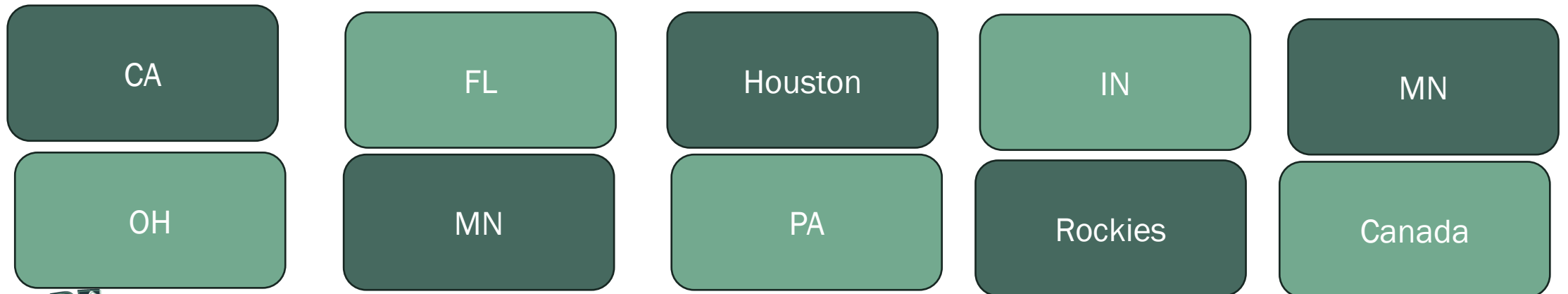
A-F WORK

- Grab your job description.
- For each bullet, give it an A through F letter grade based on how much you like doing it & how good you are at it.
- Highlight your A's and B's in a color you enjoy.
- Highlight your C's in a neutral color.
- Highlight your D's and F's in a color you don't enjoy.
- Use this as a basis for comparing "new" jobs.



MENTORSHIP

- Everyone can benefit from having a mentor. It helps to have a constant who knows you as you move through your career.
- This conference is a great time to connect with people and forge relationships that can lead to mentorships.
- Everyone can also benefit from being a mentor!
- Chapters with Mentorship Programs:



RECORD YOUR SUCCESSES

Keep a record log of your success; if you can attach money or prospect counts to it, great!

| Date | Prospect | Success | Money Associated | Notes |
|------------|----------|---|---|---|
| March 2025 | Bob Ross | Learned new information; upgraded gift; strengthened relationship | \$20K+ - Upgrade from \$5K to \$25K with an interest in making the same \$25K gift again next year. | A strategy was presented around interests and other philanthropy, and it worked. We were hoping to learn about family members. David knew that Bob liked birds and started talking to him about it. Bob mentioned he likes birding with his son. This connection led to how pollution effects birds and got the upgrade gift. |



INVEST IN YOURSELF

- You want to be able to tell the story anecdotally in interviews or a cover letter and with data on your resume.
- Invest in yourself this way! No one else will! You are your greatest spokesperson!



Griz and Zoya
investing in wrestling
lessons

RECORD TRAININGS

- Keep a learning log of your trainings
- Seeing patterns in the types of things you like to learn about
 - Identifying trends in what you need to bulk up your skillset

| Training Name | Host Org | Date | Virtual or In Person | Link to Recording | New Skill or Reupping? | Presenter? |
|--|----------|-----------|----------------------|-------------------|------------------------|------------|
| Choosing a Career Path in Prospect Development | APRA | 8/20/2025 | In Person | Soon | Presenter | Yes |
| The Propsect Strategy Puzzle | APRA PA | 7/14/2023 | Virtual | N/A | Reupping | N/A |



THE GRIND

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UTILIZING APRA BODY OF KNOWLEDGE (BOK)

Developed by Apra volunteers in each area, this comprehensive tool helps individuals and their managers identify growth opportunities and ensure they have the knowledge and resources needed to excel in their current positions or assume new responsibilities at their organizations. The Body of Knowledge (BOK) ***also helps prospect development professionals demonstrate the breadth of their knowledge to those who are less familiar with their role.***

Body of Knowledge



BOK DOMAINS

Prospect Research

Data Science

Relationship
Management

Leadership

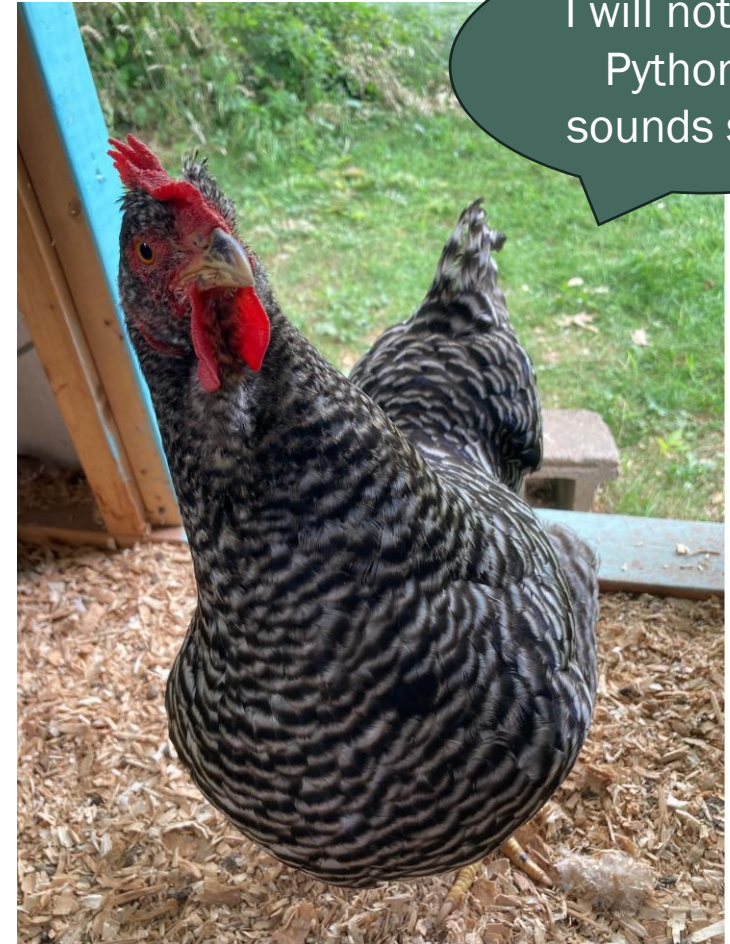
HOW MANY HATS?

- Do you want to be a specialist?
(focus primarily on one thing)
- Do you want to be a multi-subject
SME? (Focus on several areas)
- Do you want to be a jill-of-all-
trades? (Growth in every
direction accepted and enjoyed)



THE MORE YOU KNOW...

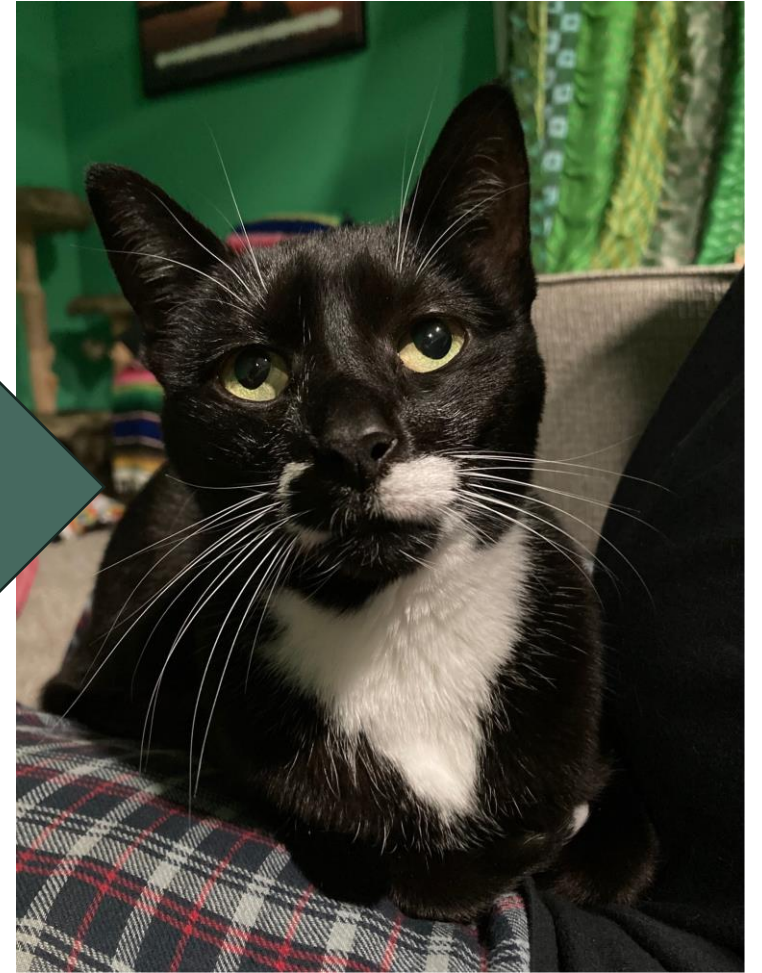
- What are you willing/interested in learning?
- What don't you want to learn?



MANAGEMENT

- Project management
- People management
- Project & people management
- No management

Luna,
resident
alpha cat.
Managing
cats and
people for
11 years.



STEADY EDDY OR MOVER AND A SHAKER?



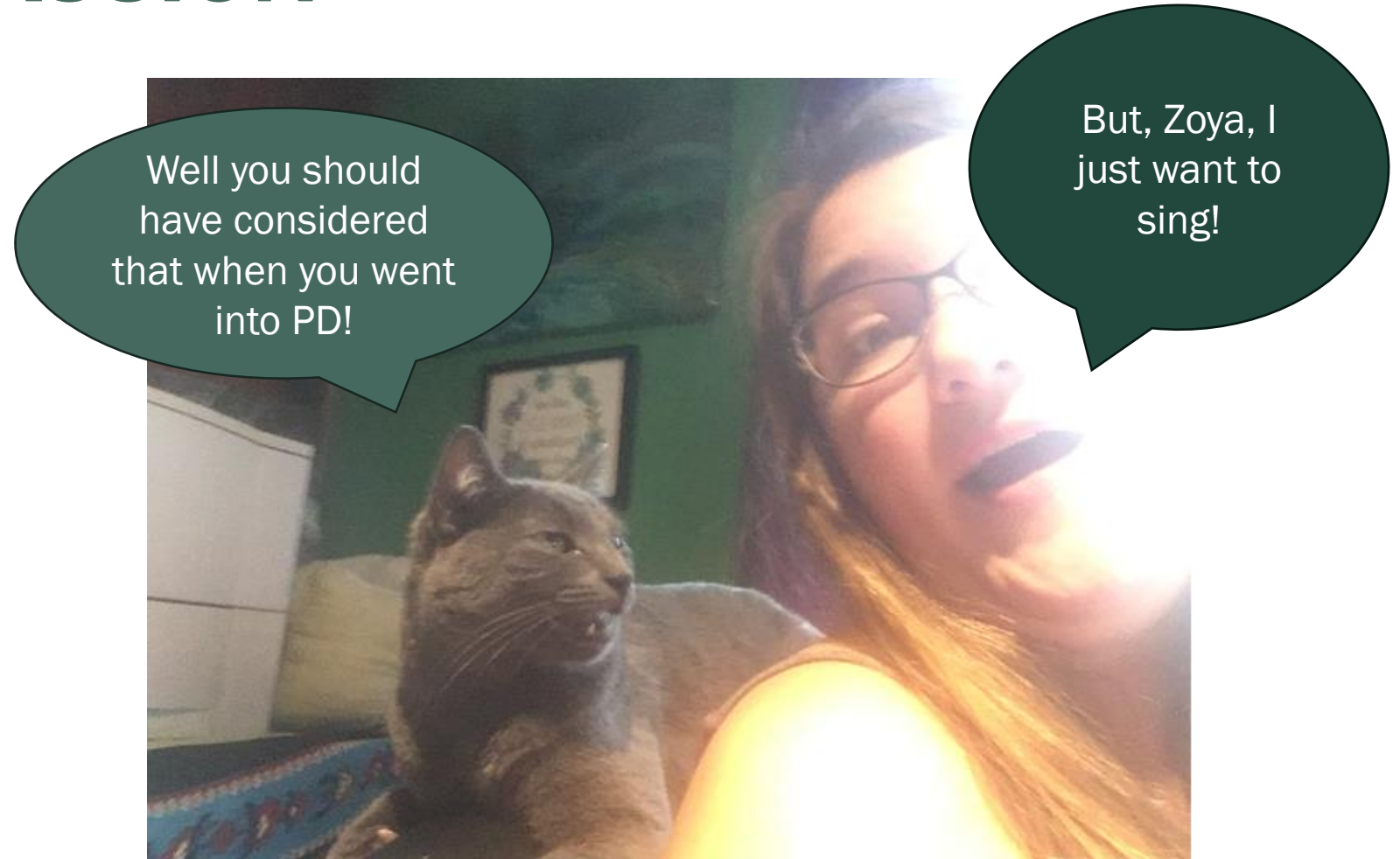
Do you want to settle into a role for many years?

OR

Do you prefer to engage in a role for 3-5 years and then move on?

APTITUDE VS PASSION

What you're
good at vs. what
you love



THE ORGANIZATION

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UNIVERSE SIZE

Closed Universe

- School network (alumni/parents)
- Some membership Organizations
- Some healthcare orgs/hospitals



The girls exploring the “open” universe

Open Universe

- Animal welfare orgs
- Disaster response orgs
- Politically inclined orgs
- Some membership orgs
- Some healthcare orgs/hospitals

BASICS

- Team size
- Manager style
- 501 (c)(3) vs. 501 (c)(4) vs. Consulting
- Benefits
- OT/hours/schedule
- In person vs remote
- Salary

I like a manager who gives belly pets and has good snacks.



SPECIFICS

- Seat at the table
- Cause
- Local, regional, national, global?
- Travel?
- Culture
- Promotions
- Professional development and apra
- “Extracurriculars”
- Union?



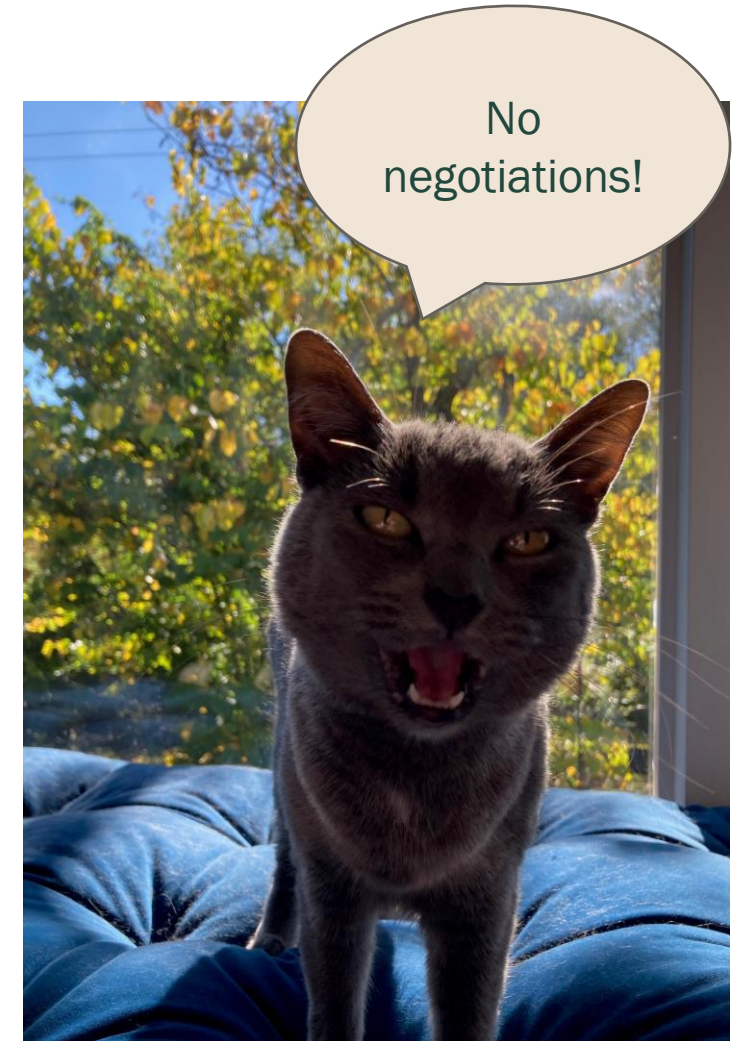
All cats enjoying
a seat at the
table.

FINAL THOUGHTS

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MY NON-NEGOTIABLES

- Remote work
- At least 6 weeks PTO every year (including holidays)
- A manager who I can work well with
- A cause that excites me
- A baseline minimum salary of \$XXXXX
- No more than 20% travel
- Apra membership/conference attendance
- Internal DEI or comparable program



MY NICE TO HAVE'S

- A management/team leader role
- Less than 15 hours of meetings a week
- A place where I can “build”
- A team – not a solo shop
- A home office in a location where I like to travel
- Limited (or scheduled in advance, not pop up) overtime
- No “F” work at all!



USING YOUR DREAM JOB DESCRIPTION WORKSHEET

- To interview the people who will interview you
- To find flags for “F” work and get specific
- To make sure you have covered all your bases
 - the worksheet is yours, if there is something that is important to you that is missing, add it!
- Update it when you look for a new job, we all change and evolve!



Kelyn's Full Hiring Committee

Questions?

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THANK YOU!

Please complete your session
evaluations in the mobile app.

