



2015 Board of Directors Nomination Statement

Name: Amy S. Turbes
Title: Director of Prospect Development & Campaign Strategy
Institution: Creighton University
Years in Field: 9
Years in Current Position: 2 years

Please limit your responses to no more than 450 words per section and submit in Word format, Arial, 10 pt. Please note that if you are selected for inclusion on the ballot, the Nomination Statement will appear - as you prepare it - with the ballot. To ensure equity of representation, each nominee will be limited to no more than two pages covering the three areas listed; you may address each area in no more than 450 words. *Please submit your statement electronically to **Kelsey Gardner at kgardner@aprahome.org***. Failure to use the Nomination Statement Form or limit comments to word count will result in the automatic nullification of your nomination.

1. My major accomplishments in fundraising research, analytics, relationship management, and/or APRA:

Since, beginning in the Prospect Development field over 9 years ago at Creighton, I have enjoyed growing my professional role at Creighton and expanding the duties and focus of the team, which included renaming our group Prospect Development (previously Research and Prospect Management). Bringing Prospect Development to the table (literally) by becoming a member of our division's senior team, has demonstrated the worth of Prospect Development and its role in overall fundraising strategy. With new leadership, a group of my colleagues and I were asked to create a new organizational structure. This provided me with an opportunity to promote a team member and concentrate efforts in prospect management which directs gift officer performance metrics with a newly structured frontline development team. The Assistant Director of Prospect Management has become an invaluable partner in Creighton's fundraising efforts.

As the President of APRA-Great Plains, I was privileged to lead alongside a dedicated board of Prospect Development professionals. As a board, we grew our membership by 30% and worked to create programming that our members wanted and highlighted members' strengths. To me the biggest accomplishment as the President of APRA-Great Plains was to have strong leaders in place when my term was over and knowing that there were strong leaders in our membership waiting for their time to be on the board.

True success to me is when I can help someone else be successful. In my volunteer roles with APRA, I truly enjoy matching members with volunteer leadership roles that can help them grow professionally and support the profession at the same time. I love encouraging members to share their knowledge and experience with others by presenting at conferences, meeting one-on-one with other members or simply just sharing an idea that worked or didn't.

2. Why I'm seeking a leadership position in APRA:

I feel fortunate to be a part of a profession where individuals work to help each other be successful. APRA provides the foundation needed for professionals in Prospect Development to grow careers, expand teams and reach colleagues at every level working to advance their organizations' mission and service. APRA (at the chapter level and the international level) has provided me with many opportunities to learn, grow and dream. Dream about what I can do in my career, what my team can do for Creighton and what our profession can do for the world. Being a leader in APRA allows me to give back to a community that has given me so much, as well as to ensure that all members of our community are receiving the benefits of our professional organization and learning, growing and dreaming big! It would be an honor to be a member of the APRA International Board and to serve our membership by helping each member grow her/his career and advance our profession.

3. My vision for the profession:

Another reason, I want to be a leader in APRA has to do with my vision for our profession. Individuals in our profession are the future of fundraising leadership. We collaborate with each area of advancement as team members who often act as liaisons, consultants, whispers. Prospect Development is big picture; we see all the parts and our role in them. As data analytics, relationship management and prospect research integrate to lead fundraising intelligence, professionals doing this work will be needed to lead advancement teams. Many development leaders have professional backgrounds in frontline fundraising, I believe in the next decade more of our development leaders will have professional backgrounds in Prospect Development.

As a professional organization it is our duty to prepare our members to be ready to lead. Many of our colleagues are already taking on leadership roles and APRA needs to be the first resource of support. As the field of fundraising evolves, the APRA community is often a catalyst for change. It is important that members of the Prospect Development profession have the tools they need to guide their organizations through change with success. That is true leadership whether done at the management level or working multiple roles on a small team behind the scenes. APRA has to be ready to prepare all members to be agents of transformation.

I attest that the above information is true and accurate and I have informed my supervisor of my candidacy.

Signature: _____ Date: _____