

Proposal to create the
AMERICAN PROSPECT RESEARCH ASSOCIATION (APRA)

July 1987

General: The American Prospect Research Association (APRA) would serve as a national network for prospect researchers. The general purpose would include:

- Promote a cooperative relationship
- Promote exchange of education information
- Provide networking support

This would be carried out through:

- Support in the creation of local or regional research groups which would hold local meetings
- Publishing of a newsletter to exchange information, offer research tips, etc.
- Publishing of a membership booklet which would include a listing of members nationally, plus serve as a reference for experts in various fields within prospect research
- Hosting of a national conference

How MPRA can foster the creation of APRA:

MPRA could serve as the seed for the creation of APRA. We propose:

1. The current MPRA board serve as the steering committee in the formation of MPRA. This steering committee would draft bylaws and coordinate the APRA activities for the first year. They would also arrange details such as dues, elections, how to get a national board together, etc. MPRA would talk to other groups that currently exist or are exploring the formation of a group to see if they would be interested in becoming "charter members" of the APRA. Depending upon their response APRA could become a semi-official group almost immediately and become official after the bylaws were written and elections held.
2. We would target a few areas of the country to promote the establishment of local groups. Examples include: Boston, NYC, Chicago, WA, Iowa, Atlanta, San Diego and upper state NY. There are currently people in these areas who have expressed an interest in the formation of a local research group. The APRA could assist by providing membership materials and producing a mailing list (possibly through CASE, NSFRE, NAHD, ASOL and other

membership lists for that area). The APRA would designate a local person as the "point person" in getting a group organized. APRA would then do the initial mailing to people in that area announcing the possible formation of a group under the auspices of the APRA and details about any meetings and/or membership.

3. Create a dues structure that would support APRA as well as any local groups. Perhaps the APRA dues could be \$25. This could cover the cost of the mailings, newsletter and membership directory. \$5 of that \$25 dues could be returned to any local group in the members area to cover the cost of mailings and speakers. We propose that current MPRA members be asked to become charter members of the APRA this August. Their renewal dues would be calculated individually so that all dues would become renewable as of August. When new people join their first dues would either be \$25, \$19, \$13 or \$7 depending upon which quarter of the year they join. After that they would pay \$25/year, billed in August. When the renewal notices and new membership information is sent out they would also receive a copy of the questionnaire that would gather information for the membership directory. This directory would then be printed in September and sent, along with a membership card, to all members. \$5 dollars of these dues would go to any local groups (including MPRA) for speakers and postage for their local meetings. The other \$20 should cover the costs for buying labels to foster 2-3 local groups, brochures for the national conference, membership booklet, newsletter and postage.
4. The local groups would elect their own boards including people responsible for 1) news (feeding info to the national newsletter editor), 2) meetings (to plan their 2-3 meetings per year, and 3) membership (to promote membership in the local - and thus the national - in their area. Most likely these board members would head a volunteer committee to assist them in carrying out their responsibilities. Each local group would also honor attendance at local meetings by any APRA member. The local groups would list their meetings in the newsletter so other members knew when the meetings were being held. This would be especially valuable for APRA members who live in an area where there is no local group.