

DEVELOPMENT SKILLS FOR MEDICAL SCIENCE RESEARCHERS

A Process




ADVANCEMENT RESOURCES®
driving meaningful philanthropy®

DEVELOPMENT SKILLS FOR MEDICAL SCIENCE RESEARCHERS

A Process



PREPARATION

- Identify the impact your research will achieve
- Identify funding priorities for your research
- Identify potential opportunities to share your story



CLASSROOM WORKING SESSION

- Research-based content
- Highly interactive learning
- Concepts and tools for articulating science in a way that inspires support
- Development of donor engagement strategy
- Approaches for collaborating effectively with development professionals
- Skills for communicating comfortably and effectively with potential donors



CLINICS

- Individual/small-group strategy sessions to practice and perfect the approach and process
- Practice and coaching on:
 - Articulating the Opportunity Story
 - Specific donor strategy
 - Planning for donor outreach
- Follow-up planning

SYLLABUS

Research Base	Locating Potential Donors & Making Referrals
Roles for Medical Science Researchers	Applying Donor-Centered Concepts & Processes in Development
Understanding Donor Perspectives	Optimizing Interactions with Potential Donors
Explaining the Research: Crafting Your Compelling Opportunity Story	Creating Meaningful Return on Philanthropic Investment

DEVELOPMENT ROLES FOR RESEARCH SCIENTISTS

- Articulate a compelling Opportunity Story
- Champion the work everywhere, to everyone
- Get donors' personal stories on the table
- Identify potential donors and make referrals
- Create meaningful Return on Philanthropic Investment

ABOUT ADVANCEMENT RESOURCES

As a world leader in research-based professional education in philanthropy, Advancement Resources is honored to serve hundreds of academic and medical institutions as well as healthcare and nonprofit organizations.

Our comprehensive, donor-centric curriculum offers something for every member of your development and leadership teams. Each client receives a highly customized training plan featuring concepts and tools for effectively contributing to the institution's mission and fundraising goals.

Advancement Resources' professional instructional design and best-in-class facilitation create a one-of-a-kind experience for participants through the precise knowledge, skills, and learning experience required for each target audience.

To learn more about this service for medical research scientists,
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