

Philanthropy for Medical Science Research

This professional, five-hour workshop for medical research scientists provides knowledge and skills about philanthropy and how to engage potential donors in conversations about providing philanthropic support. Research scientists attend the workshop along with their assigned development professional.

Syllabus

Introduction to Donor Motivation

Participants discover key concepts of donor motivation and specific philanthropic roles for research scientists.

Understanding Key Perspectives: Researchers & Donors

Participants explore characteristics of researchers and characteristics of potential donors and learn how to bring the two together to work effectively.

Explaining the Research: Crafting & Articulating Your Compelling Opportunity Story

Participants examine the anatomy and purpose of an Opportunity Story, why it is important, and what components make it compelling. Participants apply funding priorities related to their own research to this model to craft and articulate their own compelling Opportunity Stories.

Locating Potential Donors and Making Referrals

Participants gain understanding of how to identify potential donors that would be best suited for research philanthropy.

Creating Meaningful Return on Philanthropic Investment

Participants identify how research scientists can help create a meaningful return on philanthropic investment (ROPI) that ensures donors feel appreciated and valued and sets the stage for future contributions.