

***Engaging Clinicians in Fundraising Partnerships***  
**Programme Outline & Learning Objectives**

**9 December 2019**  
**CCLA, Senator House, 85 Queen Victoria Street, London, EC4V 4ET**

**Registration: 10.30am**  
**Training: 11.00am – 4.00pm**

This workshop prepares fundraising staff to optimise engagement of clinicians as fundraising partners. Emphasis is on concepts, processes, and skills for building strong professional working relationships that lead to increased giving.

### **Syllabus**

#### **A Different Perspective**

Participants discover how clinicians think; life experiences that drive behavior; the psyche of clinicians as it relates to philanthropy; and the fears, concerns, and predictable questions clinicians have about engaging in fundraising.

#### **Working Together**

Participants explore the dynamics of clinician-fundraiser professional relationships, identify approaches to connecting effectively with clinicians, examine concepts for avoiding self-sabotage, and create strategies for building highly productive, trust-based working relationships.

#### **Identifying and Crafting Compelling Philanthropic Opportunities**

Participants examine approaches for working with clinicians to identify funding priorities that are appropriate for philanthropic support and for articulating those priorities in a way that inspires donors.

#### **Key Concepts Clinicians Must Internalise**

Participants gain an understanding of the key concepts clinicians must internalise about the patient/family member experience and the appropriate roles of clinicians in fundraising.

#### **Building Clinician Engagement**

Participants examine three key factors for prioritising a portfolio of clinician partners, explore process and tools for building clinician engagement as fundraising partners, and apply learning to create strategies for effective meetings with clinicians.

#### **Maintaining Meaningful Partnerships**

Participants explore concepts for creating gratifying clinician experiences that inspire continued and deeper engagement.

## **Learning Objectives**

- Recognise clinician perspectives of fundraising.
- Understand appropriate and ethical roles for clinicians in fundraising.
- Prioritise a portfolio of clinician partners for maximum effectiveness and efficiency.
- Develop and implement a strategy to engage clinicians and build their commitment to partnering with development.
- Understand approaches for working with clinicians to identify funding priorities and coaching clinicians to articulate those priorities in a way compelling to donors.
- Use a variety of methods to build and maintain strong professional relationships with clinicians.

### **Stephen Davies | Strategic Partner**

Stephen was Chief Executive of Addenbrooke's Charitable Trust (ACT), Cambridge, from 2011 to 2018. He now pursues a portfolio of activities in the health sector, including his role with Advancement Resources. Before joining ACT, Stephen worked in NHS management, originally as a finance professional and then as an executive director with responsibility for IM&T, strategy and planning. He has also led a commissioning programme of the National Institute for Health Research and managed the Academic Health Science Centre partnership entity in Cambridge.

Stephen has degrees from the Universities of Cambridge and London and is a former Commonwealth Fund Harkness Fellow in Healthcare Policy. He is an Honorary Research Fellow at the London School of Hygiene and Tropical Medicine.

### **Ben Golding | President and Chief Executive Officer**

Ben Golding is President and Chief Executive Officer of Advancement Resources, a widely recognised training firm for best practices in philanthropic engagement. Through Advancement Resources, Ben has consulted with several internationally-recognised medical institutions on donor-centric development practices. A few of his recent partners include Addenbrooke's Hospital, University Hospitals of Derby and Burton, Northwestern University Medicine, MedStar Health System, University of British Columbia, and Sunnybrook Hospital (Toronto).

Ben has been honoured to present donor-centric philanthropic best practices in partnership with the Association of Healthcare Philanthropy, American Association of Medical Colleges, and NHS Charities Together. He has served on the planning committee for the AHP Leading Forward conference and has led the AHP Affiliate Members Council.

Ben holds a Bachelor of Science from Iowa State University, and a Masters of Business Administration from Duke University.

## **About Advancement Resources**

Advancement Resources is a leading and global provider of professional fundraising training. In addition to serving hundreds of organisations in the US, we are honoured to partner with organisations in Australia, Canada, and the UK to increase the philanthropic potential throughout the world. Organisations that engage with Advancement Resources will better understand donors and potential donors, their motivations, and how to provide truly meaningful experiences in ways that inspire them to contribute. This approach has helped organisations deepen donor engagement, raise more money, and maximise fundraising ROI.

## **About NHS Charities Together**

NHS Charities Together is the new trading name of The Association of NHS Charities, a membership organisation representing, supporting and championing NHS Charities.

NHS Charities Together provides a forum for nationwide fundraising and advocacy campaigns; specialist advice and guidance; bespoke conferences and training opportunities, as well as access to online resources and support through exclusive member pages on our website.

NHS Charities Together also provides the collective voice of NHS Charities on a National scale and the impact they make.