

American Heart Association

ENGAGING AWARDEES

as

ADVISORS

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MORE THAN 'JUST' AWARDEES

- **AHA Awardees are a rich resource to develop into advisors and thought leaders**
- **AHA awards are not only investments in science – we help launch careers**
- **We cultivate awardees for future leadership roles**

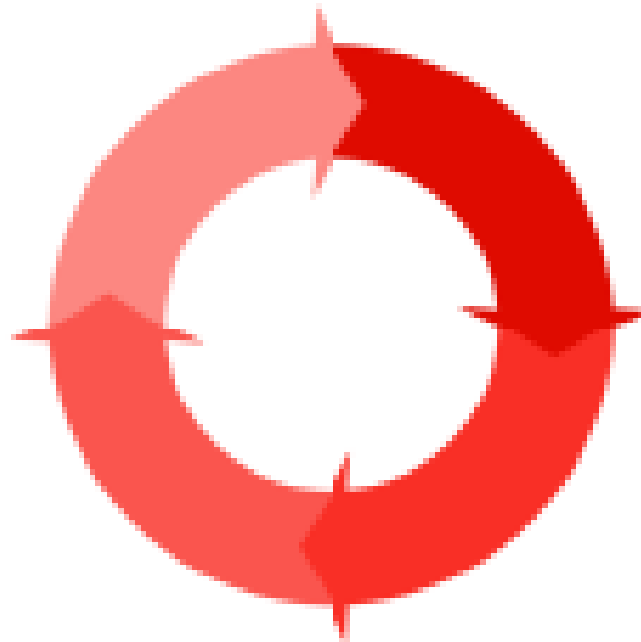


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CONTINUUM OF AHA AWARDEE ENGAGEMENT

Grants enable researchers to advance the AHA's scientific mission and strategic priorities.

The AHA supports awardees with professional growth & engagement opportunities throughout their careers.



AHA-funded researchers build their network and standing via professional engagement: Councils, Membership, Publications, Events.

Awardees may engage at field level in critical community impact & fund raising initiatives, and representative of the AHA brand.





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AWARDEE ENGAGEMENT

PROFESSIONAL

- Maintaining Professional Membership – at higher tiers
- Peer Review of Research Proposals, Abstracts, Journals, Scientific Guidelines and Statements
- Council Committee Participation
- Committee Leadership Positions
- Professional Mentoring
- Authoring Scientific Articles
- AHA Conference Presenters



COMMUNITY

- Local Board Involvement
- Donor Relations
- AHA Spokespersons, incl. media
- Testament of AHA Research Impact at Events (to them & in general)
- Public Policy Engagement
- Supporting Patient Quality Improvement Initiatives
- Participation in Local Fundraising Activities



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CHALLENGES: COMMUNICATION & EFFECTIVE DATA MANAGEMENT

- Increase quantity & reliability of awardee contact info
- Educate awardees on the importance of career updates
- Coordinate initial & sustained data verifications
- Teach internal staff how to access awardee data
- Establish a benchmark demographic awardee profile
- Understand awardees' career/professional needs

