

# MSRDC Virtual Outreach Toolkit



Relationships are built on trust. We at MSRDC hope that your engagement with us has been positive and fruitful. Most people open emails and click on links from people they trust. Most researchers at member or partner universities first hear about MSRDC from a colleague or from their Vice-President for Research.

With all the messages we receive nowadays, there’s nothing like a personal note to share your success with one or many people. Pick and choose whichever platforms and messages speak to you and your network and adjust the text as you see fit. *Thank you for championing MSRDC!*

- [Email](#)
- [Twitter](#)
- [LinkedIn](#)

Have ideas for this toolkit? Share them with us at [BusDev@msrdconsortium.org](mailto:BusDev@msrdconsortium.org)

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## Email

Email your colleagues or administrators about us, create new partners for future opportunities, or just increase the MSRDC portfolio at your institution!

### **Sample Email:**

Dear [colleague or another appropriate greeting],

MSRDC is looking to engage more researchers in their programs and unique funding vehicle, which you will bring your expertise to government and join an influential network of 70+ member and partner institutions.

MSRDC has over 70 minority-serving institution members, government and industry partners all over the country. Their members use a combination of basic, applied, and/or advanced technology development research to pioneer groundbreaking solutions. Their unique funding vehicle has the ability to directly negotiate with government agencies Program Manager for non-competed awards.

I am working with MSRDC myself. [Add some highlights about your experience here.]

MSRDC made an impact on my research opportunities and those of my students. I encourage you to go on their website to learn more, submit your capability to their database and get in

touch with their Research Development Team to discuss your research interests and talk about opportunities ([BusDev@msrdconsortium.org](mailto:BusDev@msrdconsortium.org))

Have questions? I'm here to answer them!

Sincerely,

[Your name]

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## **TWITTER**

Tag us and follow us!!! @MSRDConsortium

### **Sample post:**

MSRDC helped me get [funding/opportunity/program] with [partner/federal agency]. Check out how to take advantage of MSRDC's opportunities for your MSI or small business

<https://www.msrdconsortium.org>

#STEM #opportunity

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## **LinkedIn**

Follow us at <https://www.linkedin.com/company/msrdconsortium/>

Tag us in your posts @MSI STEM Research & Development Consortium

### **Sample post:**

Join MSRDC and open the door to new research funding opportunities!

MSRDC MSRDC has over 70 minority-serving institution members, government, and industry partners all over the country. Their members use a combination of basic, applied, and/or advanced technology development research to pioneer groundbreaking solutions. Their unique funding vehicle has the ability to directly negotiate with government agencies Program Manager for non-competed awards.

[Share an example on an program/research project you got funded through MSRDC.]

go on their website to learn more, submit your capability to their database and get in touch with their Research Development Team to discuss your research interests and talk about opportunities!

<https://www.msrdconsortium.org>