

**Association for Healthcare Philanthropy
Madison Institute**

Advanced Skills for Major Gifts

2024

Core Faculty:

Janet DeWolfe, FAHP, CFRE - Dean
Robert Wahlers, MS, CFRE -Associate Dean
Jill Kyle, CFRE
Crystal Miller, FAHP, CFRE

Track Guest Speakers:

Stacy Mara, Senior Consultant, Plus Delta Partners
Preston Walton, President, Alameda Health System Foundation

Madison Institute 2024—Advanced Skills for Major Gifts

Sunday, July 21	Topic/Activity	Faculty
9:00 am – 1:00 pm	Registration	
1:00 - 2:30 pm	Welcome and Orientation Making the Most of Your Madison Experience Faculty Introductions Getting to Know You Active Listening	Janet DeWolfe Crystal Miller Robert Wahlers
2:30 - 3:15 pm	Keys to Success Major Gift Skill Set and Essential Tools	Janet DeWolfe
3:15 - 3:30 pm	Break	
3:30 - 5:15 pm	Articulating the Case	Robert Wahlers
5:15 - 5:30 pm	Break	
5:30 - 6:30 pm	Introduction of Case Role Play	All Track Faculty
6:30 – 7:45 pm	Networking Social	

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Monday, July 22	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast – Great Hall, Memorial Union	
8:00 – 9:00 AM	General Session/Keynote – Great Hall, Memorial Union	
9:15 - 10:45 am	Best Ways to Build Pipeline	Robert Wahlers
10:45 - 12:15 am	Strategic Leadership	Crystal Miller
12:15 - 1:15 pm	Lunch	
1:15 - 2:45 pm	Physician Advocate, Grateful Patients	Jill Kyle
2:45 - 3:00 pm	Break	
3:00 - 4:30 pm	Major, Planned Giving and Blended Gifts	Robert Wahlers
5:00 – 6:00 PM	Networking Social	
Evening	Dinner on your own	

**All sessions and breaks are in Pyle Center unless otherwise noted.*

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Tuesday, July 23	Topic	Faculty
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:00 - 10:30 am	Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part I	Stacy Mara
10:30 - 10:45 am	Break	
10:45 am - 12:15 pm	Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part II	Stacy Mara
12:15 - 1:15 pm	Lunch	
1:15 - 2:45 pm	Stewardship	Crystal Miller
2:45 - 3:00 pm	Break	
3:00 - 4:30 pm	Designing Donor Strategies	Janet DeWolfe Crystal Miller Robert Wahlers
4:30 - 5:00 pm	Open Discussion	All Track Faculty
5:00 – 6:00 pm	Networking Social	
Evening		

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Wednesday, July 24	Topic	Faculty
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:00 - 10:30 am	Storytelling	Preston Walton
10:30 - 10:45am	Break	
10:45 - 12:00 pm	Case Study Discussion	
Free afternoon and evening		

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Thursday, July 25	Topic	Faculty
7:30 – 8:30 AM	Breakfast – Pyle Center	
8:45 - 10:15 am	Ethics Panel	DeWolfe, Miller, Wahlers Others TBD
10:15 - 10:30 am	Role Play/Donor Visit	
12:00 - 1:00 pm	Lunch	
1:00 - 3:45 pm	Role Play/Donor Visit	
3:45 - 4:45 pm	Evaluation, Certificate Presentations	
5:00 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	