

**Association for Healthcare Philanthropy  
Madison Institute**

**Fundamentals of Healthcare Development**

2024

**Core Faculty:**

Jolene Francis, FAHP, CFRE, Dean  
Jill Kyle, MBA, CFRE, Associate Dean  
Heather Perdue, MA, FAHP

**Class Guest Speakers:**

Janet DeWolfe, FAHP, CFRE

Sunday, July 21	Topic/Activity	Faculty
9:00 AM – 1:00 PM	Registration	
1:00– 2:30 PM	Class Welcome/Introductions/Course Review	Core (Francis, Kyle, Perdue)
2:30– 4:00 PM	Psychology of Giving	Kyle
4:00 – 4:30 PM	Refreshment Break	
4:30 to 6:00 PM	Strategic and Annual Planning	Perdue
6:00 – 6:30 PM	Introduction of Class Project(s)	Core
6:30 – 7:35 PM	Networking Social	
Evening	Dinner on your own	

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	
9:00 – 9:30 AM	Transfer to Pyle Center	
9:30 – 11:00 AM	Understanding Development Structure and Function	Kyle
11:00 AM – 12:30 PM	Building Your Case Statement	Francis
12:30 – 1:30 PM	Lunch	
1:30 – 2:15 PM	Case Statement Project Review	Core
2:15 – 2:30 PM	Refreshment Break	
2:30 – 4:00 PM	Major Gifts and Personal Solicitation	DeWolfe
4:00 – 5:00 PM	Class Project Tabletop Work	Core
5:00 – 6:00 PM	Networking Social	
Evening	Dinner on your own	

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

<b>Tuesday, July 23</b>	<b>Topic</b>	<b>Faculty</b>
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:00 – 9:15 AM	Review Parking Lot	Core
9:15 – 10:30 AM	Physician Advocates, Grateful Patients	Kyle
10:30 – 10:45 AM	Refreshment Break	
10:45 AM – 12:00 PM	Fundamentals of US Tax Law	Francis
12:00 – 1:00 PM	Lunch	
1:00 – 2:30 PM	Foundations & Corporate Giving	Perdue
2:30 – 3:30 PM	Annual Giving – Stewardship & Recognition	Francis
3:30 – 3:45 PM	Refreshment Break	
3:45 – 5:00 PM	Planned Giving	Kyle
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

Wednesday, July 24	Topic	Faculty
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:00 – 9:15 AM	Review Parking Lot	Core
9:00 – 10:15 AM	Research, Development and Cultivation	Francis
10:15 – 11:30 AM	Direct Marketing & Social Media	Perdue
11:30 AM – 12:30 PM	Benchmarks and Budgeting	Francis
12:30 – 1:00 PM	Class Project Group Work	Core
Free afternoon and evening		

Thursday, July 25	Topic	Faculty
7:30 – 8:30 AM	Breakfast – Pyle Center	
8:30 – 8:45 AM	Review Parking Lot	Core
8:45 – 10:00 AM	Board Development and Giving	Francis
10:00 – 10:15 AM	Refreshment Break	
10:15 – 11:45 AM	Capital Campaigns/Giving Segments	Perdue
11:45 AM – 12:45 PM	Lunch	
12:45 – 1:30 PM	Ethics in Fundraising	Core
1:30 – 3:00 PM	Class Project Group #1-3 Presentations	Core
3:00 – 3:15 PM	Refreshment Break	
3:15 – 4:15 PM	Class Project Group #4 & 5 Presentations	Core
4:15 – 5:00 PM	Close Parking Lot Final Review & Presentation of Certificates	Core
5:00 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	