

Association for Healthcare Philanthropy Madison Institute

Major Gift Initiatives & Campaigns

2024

Core Faculty:

Dean: Ashley Nall, M.S., CFRE

Associate Dean: Lesley Heighway, M.B.A., FAHP, CFRE

Faculty: Angelique Grant, Ph.D.

Sunday, July 21	Topic/Activity	Faculty
9:00 am – 1:00 pm	Registration	
1:00 pm	First class begins	
1:00 – 2:15 pm	Introductions Ice Breaker “Getting to Know You” Making the most of the Madison Experience Course preview Group Assignments for the week	Class Faculty
2:15 – 3:00 pm	Building the Master Campaign Plan	Ashley Nall
3:00 – 3:15 pm	Refreshment Break	
3:15 – 4:00 pm	Overview of Emerging Trends within Campaigns	Class Faculty
4:00 – 5:00 pm	Inclusive Philanthropy: Fundraising with an Unbiased Lens	Dr. Angelique Grant
5:00– 6:00 pm	Integrating DEI into Campaigns	Dr. Angelique Grant
6:00 – 6:30 pm	Group Work	
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 – 10:15 am	Developing the Case for Support	Lesley Heighway
10:15 – 11:15 am	Feasibility Study & Campaign Readiness	Dr. Angelique Grant
11:15 am – 11:30 am	Refreshment Break	
11:30 am – 12:30 pm	The Profile of Top Leadership	Janet DeWolfe
12:30 – 1:30 p.m.	Lunch	
1:30 – 2:30 p.m.	Grateful Patient Work & Engaging Clinical Partners	Canada Breakout – Lesley Heighway US Breakout – Ashley Nall
2:30 – 3:30 p.m.	AI Opportunities within the Campaign	Josh LaBorde
3:30 – 4:30 pm	Mining Your Database for Campaign Prospects	Donna Budak
4:30 – 5:00 pm	Faculty Panel – Rapid Fire Questions	Class Faculty
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 – 11:00 am	Securing the Visit, Making the Call & Navigating Difficult Conversations	Class Faculty
11:00 – 11:15 am	Refreshment Break	
11:15 am – 12:15 pm	Individual Plans & Lifecycle of a Donor Building & Managing Your Portfolio	Lesley Heighway
12:15 – 1:15 pm	Lunch	
1:15 – 2:15 pm	Recognition & Stewardship in a Campaign	Lesley Heighway
2:15 – 3:15 pm	Volunteer Motivation, Management and Training (Engaging Donors on the outside)	Dr. Angelique Grant
3:15 – 3:30 pm	Refreshment Break	
3:30 – 4:00 pm	Facilitated Conversations: CAMPAIGNS FOR THE GREATER COMMUNITY Social Determinants of Health and Community Work... what does it look like for your system?	Class Faculty
4:00 – 4:45 pm	Group Work	
4:45 – 5:00 pm	Faculty Panel – Rapid Fire Questions	Class 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 – 10:15 am	Annual Giving in the Campaign	Jill Kyle
10:15 – 11:15 am	Employee Giving in a Campaign	Crystal Hinson Miller
11:15 am – 12:15 pm	Planned Giving in a Campaign	Nelson Wittenmyer
	<i>Group work in afternoon as needed</i>	
Free afternoon and evening		

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Thursday, July 25	Topic	Faculty
7:30 – 8:30 AM	Breakfast – Pyle Center	
8:45 – 9:45 am	Group Work	
9:45 – 10:45 am	Marketing the Campaign	Mike Beall
10:45 – 11:00 am	Refreshment Break	
11:00 am – 12:00 pm	Keeping Score...what to count and how to count it and managing the cash flow (how do you report it out)	Azra Hussein
12:00 – 1:00 pm	Lunch	
1:00 – 3:30 pm	Group Presentations	Class Faculty
3:30 – 4:30 pm	Rapid Fire Faculty Panel & Facilitated Questions – TBD	Class Faculty
4:30 – 5:00 pm	Class Certificates & Wrap Up	Class Faculty
5:00 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	