

# Association for Healthcare Philanthropy Madison Institute

## Philanthropy Operations Track

2024

### Core Faculty:

Carrie Boardwick, CFRE, Dean  
 Josh LaBorde, CFRE, Associate Dean  
 Wayne Combs, MBA, Ed.D.  
 Becky Frantz, Ph.D., CFRE

### Class Guest Speakers:

Sarah Fawcett-Lee, FAHP, CFRE  
 Tim Logan, ACFRE, FAHP, FCEP

Sunday, July 21	Topic/Activity	Faculty
9:00 am-1:00 PM	Registration	
1:00-2:00 PM	Welcome and Introductions	All
2:00-2:15 PM	BREAK	
2:15-3:15 PM	The Role of the Operations Leader in Healthcare Philanthropy	Wayne Combs Josh LaBorde
3:15-4:15 PM	Benchmarking: What's it all About?	Becky Frantz Josh LaBorde
	Break	
6:30-7:45 PM	Networking Social	

## Madison Institute 2024—Philanthropy Operations

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	
9:30 - 10:30 AM	HIPAA, Privacy & DEI	Josh LaBorde Wayne Combs
10:30 - 10:45 AM	Break	
10:45 - 12 PM	Data Governance and Technology	Josh LaBorde Wayne Combs
12 - 1 PM	Lunch	
1- 2:15 PM	Project Management and Talent Management	Becky Frantz Josh LaBorde
2:15 - 2:30 PM	Break	
2:30 - 4:00 PM	Digital Philanthropy	Wayne Combs Becky Frantz
5:00-6:00 PM	Networking Social	
Evening	Dinner on your own	

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

## Madison Institute 2024—Philanthropy Operations

<b>Tuesday, July 23</b>	<b>Topic</b>	<b>Faculty</b>
7:30-9:00 AM	Breakfast & Roundtables-Pyle Center	
9:15-10:30 AM	Data Reporting, Business Intelligence, and Analytics	Josh LaBorde Becky Frantz
10:30-11:45 AM	Prospect Development Overview and the Case for Relationship Management	Becky Frantz Josh LaBorde
11:45-12:45 PM	Lunch	
12:45-2:00 PM	Stewardship	Tim Logan & Faculty
2:00-2:15 PM	Break	
2:15-4:00 PM	Leveraging AI	Josh LaBorde Wayne Combs
5:00-6:00 PM	Networking Social	
Evening		

## Madison Institute 2024—Philanthropy Operations

<b>Wednesday, July 24</b>	<b>Topic</b>	<b>Faculty</b>
7:30-9:00 AM	Breakfast & Roundtables-Pyle Center	
9:15-10:45 AM	Best Practices in Grateful Patient Programming	Josh LaBorde (Facilitator) Sarah Fawcett-Lee
10:45-12 PM	Faculty Panel Discussion	All
Free afternoon and evening		

## Madison Institute 2024—Philanthropy Operations

Thursday, July 25	Topic	Faculty
7:30-8:30 AM	Breakfast-Pyle Center	
8:45-10 AM	Finance, Accounting, & Budgeting	Wayne Combs Josh LaBorde
10:00-11:30 AM	Evaluating Your Annual Giving Program	Tim Logan & Faculty Becky
11:30-12:30 PM	Lunch	
12:30-1:45	Ethics in Philanthropy- Our Role as Transparent and Accountable Stewardship of Donors	Wayne Combs Becky Frantz
1:45-2:00 PM	Break	
2:00-3:15 PM	Topic Revisit	
3:15-5:00 PM	Wrap Up Activities	
5:00-6:30 PM	Closing Celebration Social Hour	
Evening	Dinner on your own	

# Madison Institute 2024—Philanthropy Operations