

**Association for Healthcare Philanthropy
Madison Institute**

Fundamentals of Healthcare Development

2025

Core Faculty:

Jolene Francis, FAHP, CFRE, *Dean*
Jill Kyle, MBA, CFRE, *Associate Dean*
Michelle Campbell, MPNL, FAHP, ICD.D, MFA-P

Class Guest Speakers:

Shannon Duval, FAHP, CFRE
Michael J. Beall (not confirmed)
Ashley Nall, CFRE (not confirmed)

Monday, July 21	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast Available	
8:00 – 9:00 AM	Getting to know YOU! Course Overview Class & Faculty Introductions Parking Lot	Core Faculty
9:00 – 10:15 AM	Psychology of Giving (Seven Faces of Philanthropy)	Kyle
10:15 – 11:00 AM	Morning Break	
11:00 AM – 12:00 PM	Ethics in Fundraising The Cornerstone of Success	Campbell
12:00 – 1:00 PM	Lunch	
1:00 – 2:00 PM	Fundamentals of Tax Law*	Francis
2:00 – 3: 15 PM	Event Fundraising Party with a Purpose!	Campbell
3:15 – 4:00 PM	Refreshment Break	
4:00 – 4:30 PM	Introduction of Class Project Assignment of Project Teams	Kyle
4:30 – 5:00 PM	Daily Recap – Parking Lot	
5:00 – 6:00 PM	Welcome Reception Pyle Center Alumni Room	
Evening	Dinner on your own	

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

Tuesday, July 22	Topic	Faculty
8:00 – 8:45 AM	Breakfast Available	
8:45 – 9:30 AM	General Session & Keynote Speaker	
9:30 – 10:00 AM	Transition to Classrooms	
10:00 – 11:00 AM	Strategic & Annual Planning	Campbell
11:00 AM – 12:30 PM	Understanding Development Structure and Function	Kyle
12:30 – 1:30 PM	Lunch	
1:30 – 2:45 PM	Stating Your Case	Francis
2:45 – 3:00 PM	Refreshment Break	
3:00 – 4:30 PM	Major Gifts & Solicitations	Duval
4:30 – 5:00 PM	Class Project Desktop Parking Lot Review	
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

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Wednesday, July 23	Topic	Faculty
8:00 – 9:00 AM	Breakfast & Optional Roundtables	
9:00 – 10:00 AM	Foundations and Corporate Giving	Campbell
10:00 – 11:30 AM	Annual Giving, Stewardship & Recognition	Francis
11:30 AM – 12:00 PM	Break	
12:00 – 1:30 PM	Direct Marketing & Social Media	TBD
1:30 – 2:30 PM	Research, Development & Cultivation	Francis
2:30 PM	Free afternoon begins	

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Thursday, July 24	Topic	Faculty
7:30 – 8:30 AM	Breakfast – Pyle Center	
8:30 – 9:30 AM	Benchmarks & Budgeting	Francis
9:30 – 10:45 AM	Capital Campaigns	TBD
10:45 – 11:00 AM	Morning Break	
11:00 AM – 12:15 PM	Physician Advocates & Grateful Patients	Kyle
12:15 – 1:15 PM	Lunch	
1:15 – 2:30 PM	Planned Giving	Kyle
2:30 – 3:30 PM	Board Development & Giving	Francis
3:30 – 3:45 PM	Break & Class Project Practice	
3:45 – 5:00 PM	Class Project Presentations	Core
5:00 – 5:30 PM	Presentation of Certificates	Core
5:30 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	