

**Association for Healthcare Philanthropy
Madison Institute**

Major Gift Initiatives & Campaigns

2025

Core Faculty:

Dean: Ashley Nall, M.S., CFRE

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

Faculty: Angelique Grant, Ph.D.

Madison Institute 2025— Major Gift Initiatives & Campaign

Monday, July 21	Topic/Activity	Faculty
7:00 to 8:00 AM	Breakfast Available	
8:00 AM	First class begins	
8:00 to 9:15 a.m.	“Getting to Know You” Making the most of the Madison Experience <ul style="list-style-type: none"> ● Introductions ● Ice Breaker ● Group Assignments for the week 	Class Faculty
9:15 to 10:15 a.m.	Building the Master Campaign Plan (<i>adding in c-suite engagement and gift counting policies to deck</i>)	Ashley Nall
10:15 to 10:30 a.m.	Break	
10:30 a.m. to 12:00 p.m.	The Next Generation of Philanthropic Giving & Campaigns (<i>generational giving, behaviors, case for support</i>)	Dr. Angelique Grant
12:00 to 1:00 p.m.	LUNCH	
1:15 to 2:00 p.m.	Overview of Emerging Trends in Campaigns	Class Faculty
2:00 to 2:45 p.m.	Developing the Case for Support (<i>reduce presentation and allow for bulk to be discussion</i>)	Dr. Angelique Grant Ashley Nall
2:45 to 3:30 p.m.	Investigating the Possibility of Campaign (<i>Feasibility Study, Leadership Partnership</i>)	Dr. Angelique Grant
3:30 to 3:45 p.m.	Break	
3:45 to 4:15 p.m.	Rapid Fire & Parking Lot	Class Faculty
4:15 to 5:00 p.m.	GROUP WORK	
5:00 to 6:00 p.m.	Welcome Reception	
Evening	Dinner on your own	

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

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Tuesday, July 22	Topic	Faculty
8:00 – 8:45 AM	Breakfast Available	
8:45 – 9:30 AM	General Session & Keynote Speaker	
9:45 to 10:45 a.m.	Navigating Difficult Conversations	Dr. Angelique Grant
10:45 to 11:30 a.m.	AI Opportunities within the Campaign <i>(disseminate tool with listing of resources available)</i>	Josh LaBorde
11:30 a.m. to 12:30 p.m.	Grateful Patient Work & Engaging Clinical Partners	Ashley Nall
12:30 to 1:30 p.m.	LUNCH	
1:45 to 3:15 p.m.	Making the Call & Securing the Visit & Making the Ask	Class Faculty
3:15 to 3:30	Break	
3:30 to 4:30 p.m.	Building & Managing Your Portfolio w/ Individual Plans	Ashley Nall
4:30 to 4:45 p.m.	Parking Lot & Rapid Fire	Class Faculty
4:45 to 5:00 p.m.	GROUP WORK	
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

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Wednesday, July 23	Topic	Faculty
8:00 to 9:00 a.m.	Breakfast & Optional Roundtables	
9:15 a.m. to 10:15 a.m.	Volunteer Management, Motivation & Training	Dr. Angelique Grant
10:15 to 11:15 a.m.	Recognition & Stewardship in a Campaign	Shannon Duval
11:15 a.m. to 12:15 p.m.	Annual Giving in a Campaign	Jill Kyle
12:15 to 1:00 p.m.	LUNCH	
1:00 to 1:45 p.m.	Employee Giving in a Campaign	Crystal Hinson Miller
1:45 to 2:30 p.m.	Rapid Fire & Group Work	Class Faculty
2:30 PM	Free afternoon begins Open for Group Work – as needed	

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Thursday, July 24	Topic	Faculty
7:30 to 8:30 a.m.	Breakfast – Pyle Center	
8:45 to 9:45 a.m.	Planned Giving in a Campaign	Nelson Wittenmyer
9:45 to 10:45 a.m.	Marketing a Campaign	Mike Beall
10:45 to 11:00 a.m.	BREAK	
11:00 a.m. to 12:00 p.m.	Digital Marketing & Social Media	<i>FIND SPEAKER FROM OPS TRACK</i>
12:00 to 1:00 p.m.	LUNCH	
1:15 to 2:00 p.m.	Group Work	
2:00 to 2:30 p.m.	Rapid Fire & Parking Lot	Class Faculty
2:30 to 2:45 p.m.	BREAK	
2:45 to 4:15 p.m.	Group Presentations: <i>Present Class Certificates as they complete presentation</i>	Each Group: 15 minutes to present & 5 minutes for Q&A with class
4:15 to 5:00 p.m.	Final Rapid Fire & Class Wrap-up	
5:00 to 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	