

**Association for Healthcare Philanthropy  
Madison Institute**

**Advanced Skills for Major Gifts**

*DRAFT*

2025

**Core Faculty:**

Janet DeWolfe, FAHP, CFRE, Retired, Intermountain Health - Dean  
Crystal Hinson Miller, MA, FAHP, CFRE, IU Health Foundation- Associate Dean

**Class Guest Speakers:**

Alice Ayres, President and CEO, AHP  
Art Ochoa, JD, Senior VP, Chief Advancement Officer, Cedars-Sinai  
Ashley Nall, CFRE, Senior Director, Johns Hopkins All Children's Foundation  
Donna Budak, MA, FAHP, CFRE, VP of Philanthropy, CommonSpirit Health  
Jill Kyle, MBA, CFRE, Senior VP, Regional Advancement, Jefferson Health  
Preston Walton, President, Alameda Health System Foundation  
Stacy Mara, Senior Consultant, Plus Delta  
Tammy Morison, CFRE, President & CEO, North Bay Regional Health Center  
Foundation, & Chair, AHP Board

## Madison Institute 2025—Advanced Skills for Major Gifts

Monday, July 21	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast Available	
8:15 – 9:15 AM	Welcome Ice Breaker	Janet DeWolfe Crystal Miller
9:15 – 10:15 AM	Healthcare Trends	Alice Ayres
10:15 – 10:30 AM	Break	
10:30 – 11:30 AM	Keys to Success Faculty Introductions	Janet DeWolfe Crystal Miller
11:30 – 12:30 PM	Lunch	
12:30 – 2:00 PM	What do you want to accomplish? What challenges are you facing?	Janet DeWolfe Crystal Miller
2:00 – 3:30 PM	Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part I	Stacy Mara
3:30 3:45 PM	Break	
3:45 – 5:00 PM	Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part II	Stacy Mara
5:00 – 6:00 PM	Welcome Reception	
Evening	Dinner on your own	

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

## Madison Institute 2025—Advanced Skills for Major Gifts

<b>Tuesday, July 22</b>	<b>Topic</b>	<b>Faculty</b>
8:00 – 8:45 AM	Breakfast Available	
8:45 – 9:30 AM	General Session & Keynote Speaker	
9:45 – 11:30 AM	Transformational/Principal Gifts	Art Ochoa
11:30 – 12:30 PM	Lunch	
12:30 – 1:45 PM	Stewardship	Crystal Miller
1:45 – 3:00 PM	Storytelling	Preston Walton
3:00 – 3:15 PM	Break	
3:15 – 4:30 PM	Introduction to Role Play	Janet DeWolfe Crystal Miller
4:30 – 5:00 PM	Open Discussion	
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

## Madison Institute 2025—Advanced Skills for Major Gifts

Wednesday, July 23	Topic	Faculty
8:00 – 9:00 AM	Breakfast & Optional Roundtables	
9:00 – 10:30 AM	Strategic Leadership	Crystal Miller
10:30 – 10:45 AM	Break	
10:45 – 11:45 AM	Ways to Engage Major Gift Prospects (Board, Physicians, Donors)	Janet DeWolfe Crystal Miller
11:45 – 12:45 PM	Lunch	
12:45 – 2:15 PM	Physician Engagement/Grateful Patients	Jill Kyle Ashley Nall Donna Budak
2:30 PM	Free afternoon begins	

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<b>Thursday, July 24</b>	<b>Topic</b>	<b>Faculty</b>
7:30 – 8:30 AM	Breakfast – Pyle Center	
9:00 – 10:30 AM	Ethics Panel Discussion	TBD
10:30 – 10:45 AM	Break	
10:45 – 11:45 AM	Role Play Prep	Janet DeWolfe Crystal Miller
11:45 – 12:45 PM	Lunch	
12:45 – 2:45 PM	Role Play Presentations	Class
2:45 – 3:00 PM	Break	
3:00 – 4:30 PM	Role Play Presentations	Class
4:30 – 5:00 PM	Evaluation and Certificates	Janet DeWolfe Crystal Miller
5:00 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	