

**AHP Institute for Healthcare Philanthropy  
July 16 - 21, 2017**

## **Track Name: Fundamentals of Healthcare Development**

### **Core Faculty:**

Rhonda Cunningham, FAHP  
John Drake, MLA, CFRE; Dean  
Jill Kyle, MBA, CFRE

### **Guest Speakers:**

Donna Budak, FAHP, CFRE  
Jim DeLauro, Ph.D.  
Doug Dillon, CFRE  
Ian Fraser, MBA, FAHP, FCEP  
Chad Gobel  
Tim Logan, FAHP, CFRE, ACFRE  
Ingrid Perry  
Charles Slamar, Jr., JD, LL.M.

Sunday, July 16	Topic/Activity	Faculty
4:00-5:00pm	<i>Registration – Pyle Center</i>	
5:00-6:30pm	<b>Convene to classrooms – Pyle Center; Faculty Intros; First Day Icebreaker Exercise</b>	Core
6:30-7:45pm	<i>Welcome Reception Buffet – Pyle Center</i>	

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Monday, July 17	Topic/Activity	Faculty
7:00 - 8:00 a.m.	<i>Breakfast – Lowell Hall</i>	
7:45 - 8:45 a.m.	<b>General Session: Special Speaker Lowell Hall</b>	
8:45 – 9:00 a.m.	<i>Transit time to Pyle Center</i>	
9:00 – 9:30 a.m.	<b>Introductions; Second Day Ice-breaker Exercise; Class Rules</b>	Core
9:30 – 9:45 a.m.	<i>Break</i>	
9:45 – 10:45 a.m.	<b>Psychology of Giving</b>	John Drake
10:45 – 11:45 a.m.	<b>Strategic Planning</b>	Guest Speaker: Ingrid Perry
11:45 a.m. - 12:30 p.m.	<i>Lunch (with optional Small Group Sessions with Faculty)– Pyle Center</i>	
12:30 – 1:30 p.m.	<b>Case Statement</b>	Rhonda Cunningham
1:30 – 2:30 p.m.	<b>Board Development and Giving</b>	Guest speaker: Jim DeLauro
2:30 - 3:00 p.m.	<i>Refreshment Break</i>	
3:00 - 4:00 p.m.	<b>Physician Advocates, Grateful Patients</b>	Guest speaker: Chad Gobel (with Jill Kyle)
4:00 – 5:00 p.m.	<b>Introduction to Class Project: Personal Solicitation Workshop</b>	Kyle
5:00 - 6:00 p.m.	<i>Social Hour – Pyle Center</i>	

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Tuesday, July 18	Topic/Activity	Faculty
7:30 - 8:30 a.m.	<i>Breakfast (with optional Small Group Sessions with Faculty) - Lowell Dining Room</i>	
8:45 – 9:30 a.m.	<b><u>Focus Sessions</u></b> <b>Understanding HIPAA (for U.S. class members)</b> <b>“Ask an Expert” (for Non-U.S. class members)</b>	Guest speaker: Donna Budak Cunningham
9:30 - 10:00 a.m.	<b>Employee Giving</b>	Drake
10:00 – 10:30 a.m.	<b>Commemorative Giving</b>	Cunningham
10:30 - 10:45 a.m.	<i>Break</i>	
10:45 – 11:45 a.m.	<b>Focus Sessions</b> <b>Fundamentals of Canadian Tax Law</b> <b>Fundamentals of U.S. Tax Law</b>	Guest speaker: Ian Fraser, Cunningham Guest speaker: Charles Slamar
11:30 a.m. – 12:15 p.m.	<b>Prospect Research, Development and Cultivation</b>	Drake
12:15 - 1:15 p.m.	<i>Lunch (with optional Small Group Sessions with Faculty)</i>	
1:30 - 3:00 p.m.	<b>Annual Giving: Direct Response: Direct Mail</b>	Guest speaker: Tim Logan
3:00 - 3:30 p.m.	<i>Break</i>	
3:30 - 4:30 p.m.	<b>Annual Giving: Recognition and Stewardship/Donor Clubs</b>	Kyle
4:30 - 5:00 p.m.	<b>Project Time – Class Project</b>	Core
5:00 - 6:00 p.m.	<i>Social Hour – Pyle Center</i>	

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Wednesday, July 19	Topic/Activity	Faculty
7:30 - 8:30 a.m.	<i>Breakfast (with optional Small Group Sessions with Faculty) – Lowell Hall</i>	
8:30 – 9:00 a.m.	<b>Overcoming Failures: Ask the Experts</b>	Faculty
9:00 – 10:00 a.m.	<b>Special Event: Party With a Purpose</b>	Cunningham
10:00 - 10:15 a.m.	<i>Break</i>	
10:15 - 11:30 a.m.	<b>Understanding Development Structure and Function</b>	Kyle
11:30 - 11:45 a.m.	<i>Break</i>	
11:45 a.m. – 1:00 p.m.	<b>Corporate and Foundation Solicitation</b>	Drake
1:00 - 2:00 p.m.	<i>Lunch – Pyle Center</i>	
	<i>Free afternoon and evening</i>	

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Thursday, July 20	Topic/Activity	Faculty
7:30 - 8:30 a.m.	<i>Breakfast – Lowell Hall (with Optional Small Group Sessions with Faculty)</i>	
8:30 - 10:00 a.m.	<b>Capital Campaigns</b>	Cunningham
10:00 - 10:15 a.m.	<i>Break</i>	
10:15 - 11:30 a.m.	<b>Benchmarks and Budgeting: Understanding and Applying AHP Standards</b>	Drake
11:30 a.m. - 12:45 p.m.	<i>Lunch (with Optional Small Group Sessions with Faculty) – Pyle Center</i>	
12:45 – 2:30 p.m.	<b>Planned Giving</b>	Kyle
2:30 - 3:00 p.m.	<i>Break</i>	
3:00 - 3:30 p.m.	<b>Class Project Time</b>	Core
3:30 – 5:00 pm.	<b>Major Gifts and Personal Solicitation</b>	Guest speaker: Doug Dillon
5:00 - 6:30 p.m.	<i>Social Hour—Pyle Center</i>	

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Friday, July 21	Topic/Activity	Faculty
7:30 - 8:30 a.m.	<i>Breakfast (with optional Small Group Sessions with Faculty) – Lowell Hall</i>	
8:45 - 9:45 a.m.	<b>Class Project – Personal Solicitation Workshop</b>	Core
9:45 - 10:00 a.m.	<i>Refreshment Break</i>	
10:00 - 10:30 a.m.	<b>Class Project – Personal Solicitation Workshop</b>	Core
10:30 - 11:00 a.m.	<b>Closing Remarks and Certificates</b>	Core
11:15 – 11:45 a.m.	<i>Closing Remarks – Pyle Center</i>	