

**Pre-Conference Workshop
Board and Volunteer Leadership in the Campaign**

Designed for board members, campaign cabinet members, and other key volunteer leaders.

Monday, March 18

- 7:30 am-6:00 pm: Registration open
- 9:00 am – 3:00 pm: **Pre-conference workshop:** Board and Volunteer Leadership in the Campaign

9:00 AM: Welcome

Alice Ayres, President & CEO, Association for Healthcare Philanthropy

9:05 AM: Session 1: So You Think You Want a Campaign

Illuminating opportunities, confronting challenges, and emerging and new considerations in campaigns

Moderator: **Donna Budak, FAHP, CFRE**, Division Vice President, CommonSpirit Health, St. Luke's Foundation

Panelists:

David Garamella, CFRE, MPA, Founder & CEO, The Giving Collaborative

Rick Happy, Chairman, CCS Fundraising

Randall Hallett, CEO and Founder, Hallett Philanthropy

Betsy Chapin Taylor, FAHP, Founder & CEO, Accordant

9:45 AM: Q&A / Open Discussion with Panel

10:15 AM: Coffee Break

10:35 AM: Session 2: What Do Volunteers Do in a Campaign?

Volunteer roles and models, strategies for success, recruiting volunteers

Nancy Bussani, Executive Vice President and Chief Philanthropy Officer, CommonSpirit Health; President, CommonSpirit Health Foundation

11:05 AM: Panel of volunteers talking about their experiences with campaigns, how to help volunteer leadership be successful and have a positive experience

Moderator: Nancy Bussani, Executive Vice President and Chief Philanthropy Officer of CommonSpirit Health and President of CommonSpirit Health Foundation.

Blair Bigelow May, Board Chair, St. Rose Dominican Health Foundation

Dave Civalier, MD, Vice Chair, Mercy North Foundation

Dan Pennington, President, Vail Health Foundation

Mary B. Randall, Chair, Board of Directors, Vail Health Foundation

11:35 PM: Table discussion

12:00 PM: Networking Lunch

1:00 PM: Session 3: The Successful Campaign

Emcee: **Alisa Smallwood, CFRE**, Chief Development Officer, Holy Cross Health

Panel Discussion: Current campaign trends, what does success look like, the transformative power of a campaign

Armando Chardiet, President, Atrium Health Foundation

Brian Lally, Senior Vice President and Chief Development Officer, Northwell Health

Mary Jane Vogt, Executive Vice President and Chief Development Officer, Henry Ford Health System

Moderator: **Alisa Smallwood, CFRE**, Chief Development Officer, Holy Cross Health

1:30 PM: Thinking Differently About Volunteer Roles

Amy Keller, Vice President, Vail Health Foundation

Glenn Miller, Executive Vice President, Chief Development Officer, RWJBarnabas Health

Michelle Schneider, Chief Philanthropy Officer, Cone Health

Moderator: **Alice Ayres**, President & CEO, Association for Healthcare Philanthropy

2:00 PM: Table Discussion

Facilitator: **Alisa Smallwood**

2:30 PM: Session 4: Open Discussion – “Give or Get”

Tap into the collective brain power of the entire group by either Giving (sharing a strategy or tactic related to campaign volunteer management that has been successful for your organization) or Getting (ask your peers for advice with a tough question or sticky situation). This open discussion provides an opportunity for you to get your questions answered and to hear new ideas from fellow participants.

Facilitator: **Alice Ayres**

3:00 PM: Workshop Concludes