



## 2021 AHP Annual International Conference

### Request for Education Proposals

#### Submission Guide

October 20-22, 2021

### About the Conference

The Association for Healthcare Philanthropy (AHP) Annual International Conference is the world's largest gathering of health care philanthropy professionals. The 54<sup>th</sup> annual International Conference, taking place in Boston, Massachusetts, will bring current and future AHP members together to learn from each other, build their networks, advance their organizations and better serve the communities they support.

To help make 2021 the best International Conference yet, AHP is seeking educational proposals that reflect sound adult learning principles and exemplify the best thinking in the field, informed by theory, research and practice. To deliver effective learning experiences, AHP seeks proposals that include some of the following elements:

#### Content:

- Reflect innovative, cutting-edge content and evidence-based practice
- Present a business case with evidence supported by research or data
- Explore issues important to diverse foundation types and sizes
- Challenge attendees to think of new solutions in healthcare philanthropy
- Cover topics around organizational transformation

#### Instructional Design:

- Stimulate discussion, audience engagement, and outcome-focused design
- Facilitate knowledge transfer and development of new competencies
- Use methods that draw out relevant past knowledge and experiences
- Demonstrate relevance of lessons through "real-life" case studies

#### Audience:

- Aspiring and emerging leaders through executive-level, seasoned professionals
- Different types of adult learners

## Topic Areas

As you reflect on your proposal, please consider the following topics, which are focus areas for the conference program. Please also consider how COVID-19 has impacted your area of focus and how you can provide guidance on navigating our “new normal”. While proposals may address more than one area, you must select one as the best fit. Example topics noted are intended to help you develop your session, but we welcome and encourage additional ideas as well.

- Annual Giving
- Major & Transformational Giving
- Planned Giving
- Corporate & Foundation Giving/Sponsorship
- Chief Philanthropy Officers/Leadership
- Philanthropy Operations
- Hospice Philanthropy
- Marketing & Communications
- Digital Fundraising in a Post-COVID Environment
- Grateful Patient Giving/Referral-based Philanthropy
- Board & Volunteer Engagement
- Career Development
- Service Line Fundraising
- Endowment Fundraising
- Donor-Advised Funds
- Analytics/Predictive Modeling
- Community/Population Health
- Building an Inclusive Culture & Team
- Attracting Diverse Talent
- Staff Engagement

## Learning Formats

Adult learners usually prefer to engage in self-directed learning, and that philosophy drives AHP’s approach to conference programming. Learning formats support a range of instructional methods that give attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning styles and objectives.

For the 2021 International Conference, AHP seeks proposals in the following learning formats:

### Express Talk (20 minutes)

A TED-style talk given by 1 content leader that explores a single idea with practical tips through storytelling.

### Point/Counterpoint (30 minutes)

A friendly back-and-forth discussion between 2 content leaders that explores multiple – and sometimes conflicting – perspectives on an industry topic.

**Education Session – Case Study Presentation (60 minutes)**

A formal presentation usually given by 1-3 content leaders, highlighting one or more case studies.

**Education Session – Panel (60 minutes)**

A discussion with 1 moderator and up to 5 panelists presenting perspectives around a specific topic.

**Education Session – Seminar (60 minutes)**

A formal presentation usually given by 1-3 content leaders, presenting new information, such as a research report, on a specific topic.

**Deep Dive (90 minutes)**

A highly-interactive presentation given by 1 or 2 content leaders, developing skills through collaborative learning.

**Learning Lab (3 hours)**

An in-depth workshop given by 1-4 content leaders for practical instruction to enhance capabilities and critical skills of a target audience.

## **Professional Pathway**

AHP's Professional Pathway educational framework organizes content into three knowledge levels. For learning programs, these levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives.

▪ **Baseline (0-3 years):** Courses provide broad information, awareness and understanding of a topic with **limited or no prior knowledge** or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for employees or managers with limited experience of the subject area seeking to learn fundamentals, mid-career managers and directors looking to fill in gaps to solidify their skill set and individuals new to the field before or after a career change.

▪ **Specialist (3-8 years):** Courses focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require **some prerequisite knowledge**. This level is appropriate for individuals with some knowledge and experience in the subject area, individuals who are mid-level managers and directors in their fields with an established degree of competence and for those seeking to build on, apply or enhance existing knowledge.

▪ **Executive (8+ years):** Courses focus on high-level creativity, innovation and peer-to-peer knowledge sharing around of highly technical or detailed topics, preparing learners to shape organizational strategy and aid in the growth or progress of industry best practices and innovative ideas. The course material and activities focus on problem identification, analysis and solutions while emphasizing risk-taking, autonomy and opportunities for exploration. Objectives may be to enhance the learner's ability to lead change, manage high-performing teams, and develop leadership throughout their organizations. This level is appropriate for senior staff, executives and officers with **significant knowledge and experience** who could be deemed an expert in the field.

## Proposal Process and Selection Criteria

An inclusive methodology that widely solicits content proposals and combines input of peers, volunteer leaders and professional staff is designed to help AHP ensure that the members of the health care philanthropy community have a significant voice in co-creating conference programs. Together we craft an opportunity for all current and future AHP members in health care philanthropy to engage in exceptional formal and informal learning experiences that support career development, increase individual productivity, and help organizations achieve superior results.

1. **Peer Reviewers** Selected through an open call to all members, AHP member volunteers act as peer reviewers, anonymously rating proposals within their area(s) of expertise. Diverse peer input is very important in terms of shaping the look and feel of AHP events. All proposals are evaluated on each of the following five criteria:

- Ability to inspire action
- Originality
- Program Design
- Relevance to healthcare philanthropy, particularly in a post-COVID environment
- Overall Quality

2. **Conference Committee** The 2021 International Conference Committee will assist in the final program design. To ensure that program content is timely, relevant, and optimally targeting our attendees' needs, the advisory committee will select from the submissions received during the Request for Proposals and identify gaps, if any, which staff will address through additional content development strategies. The overall program will result in a diverse array of presenters and topics. We receive many high-quality proposal submissions each year, so please understand that it is a difficult and highly selective process.

3. **AHP Staff** With years of experience in association management and a long history programming exceptional conferences, selected AHP staff members weigh in with feedback and strike a balance between new and veteran speakers. Staff also help ensure the content lineup is strategically aligned, working to systematically identify and fill gaps where appropriate.

## Guidelines for Potential Presenters

- **All proposals must be submitted using the online form, no exceptions.** Think quality over quantity. You can submit up to two (2) proposals as the primary contact.
- **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. Review the form at the end of this document to prepare your proposal. Once you have your ideas and all necessary information together, simply visit <https://www.surveymonkey.com/r/AHPINTL21> to begin.
- **AHP encourages you to be cautious about how many proposals you are included in as a presenter or panelist.** While AHP does not limit presenters to a maximum number of speaking engagements, AHP will give preference (all other factors being equal) to maximizing the number of content leaders to ensure diversity of thought.
- **The primary contact is the person submitting the proposal.** AHP will communicate with the primary contact for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists.
- **All proposed content leaders must be listed.** Intentionality is critical in providing a quality learning experience, including the expertise of instructors. Proposed content leaders will be reviewed by the International Conference Committee prior to acceptance.
- **Use clear, error free language.** Session and workshop proposals require clear and concise titles (limit 10 words), persuasive outcomes-focused descriptions in both short (limit 50 words) and long (limit 150 words) versions, and three action-oriented and well-thought-out learning objectives/take-aways that answer the prompt “after this participants will be able to...” AHP retains the right to modify titles and descriptions during copy editing for marketing purposes.
- **Don’t underestimate the importance of instructional flow/design.** Adult learning theory suggests that the best learning environments are the ones that are collaborative and utilize a problem-based approach.
- **Avoid all commercial bias.** Sessions perceived by participants as commercially biased in content (including use of proprietary tools/models) are unacceptable. Any submission that is not educational in nature, neutral and unbiased, replicable by participants without the author’s assistance, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future speaking opportunities.
- **Peer-driven education.** Affiliate members of AHP, who represent the for-profit organizations such as consultants and vendors who are active in health care philanthropy, are welcome to

submit session proposals. However, each affiliate member must have at least one practitioner co-presenter. Failure to follow this policy may affect future speaking opportunities. Note: This policy does not apply to Express Talks.

- **First here, first heard.** We seek to create a premiere event for the health care philanthropy community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for the AHP International Conference that has not been presented at other AHP or non-AHP philanthropy-related events.
- **All accepted content leaders must adhere to published deadlines.** You must be committed and responsive to working with AHP to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than one (1) month prior to the start of the conference for review/approval and inclusion in the conference app and website.
- **All accepted content leaders must observe intellectual property rights.** Presenters must ensure that information or images contained in presentation materials shall be factual and not be misleading and will not violate the intellectual property or copyrights of any third party.
- **All accepted speakers *must* register.** Each speaker will register for the conference by the required deadline at a reduced rate and be responsible for all individual travel costs. In the event of exceptions (such as Exhibitor personnel or award winners) registration may be handled differently. Speakers who are not taking part in any other part of the conference beyond their presentation must register but are not charged a fee.

## Timeline

Thank you for your interest, expertise, and time in submitting an education proposal for consideration. So that you can plan accordingly, please note the overall speaker timeline below:

- ✦ Request for Proposals Opens: November 25, 2020: ([www.surveymonkey.com/r/AHPINTL21](https://www.surveymonkey.com/r/AHPINTL21))
- ✦ Request for Proposals Deadline: ~~February 10, 2021~~ Extended to February 24
- ✦ Peer review: February-March 2021
- ✦ Committee review: March-April 2021
- ✦ Conference invitations extended: April-May 2021
- ✦ Speaker Agreements Signed/Executed: By May 31, 2021
- ✦ Session Materials Due: September 22, 2021
- ✦ Save the Conference Dates: October 20-22, 2021

## Questions?

Email [education@ahp.org](mailto:education@ahp.org) or call 703-538-3143 with any questions about the submission process or the 2021 conference.



## 2021 AHP Annual International Conference

### Request for Education Proposals

### Sample Submission Form

To prepare for completing the required online form, use this sample to gather proposal details and complete content leader information for each presenter/co-presenter in advance.

#### 1. Lead Presenter's information

- a. Name
- b. Title
- c. Credential
- d. Organization Name
- e. Address
- f. Email
- g. Phone
- h. How many years of experience in philanthropy does the lead presenter have?
  - i. 0-5
  - ii. 6-10
  - iii. 11-15
  - iv. 16-20
  - v. 21-25
  - vi. 26 or more
  - vii. Unspecified (opt out)
- i. Biography: Please provide a short biography (limit 150 words) in paragraph format that describes the lead presenter's philanthropy experience and expertise as it relates to the subject of this proposal.  
Note: Biographical information will not be included in the peer review, which is anonymous.
- j. Has the lead presenter presented at the AHP Annual International Conference before? Note: AHP and the conference committee seek to create a diverse mix of new and returning presenters.
- k. If yes, please share the title and year of their most recent presentation.
- l. Please describe any past teaching, presentation and/or speaking experience, either with AHP or another organization, and any feedback the lead presenter may have received.

#### 2. Co-presenter(s), if applicable

## Invitation to Self-Identify

In principle and in practice, AHP values and seeks diversity and inclusive practices within the healthcare philanthropy industry. AHP aims to maximize the power of learning programs by promoting involvement, innovation, and expanded access to leadership opportunities among program speakers, faculty and content leaders that maximize engagement across the entire spectrum of participants in the healthcare philanthropy profession.

The following demographic questions are designed for you, the lead presenter, to self-identify. To opt out of any question, select “Unspecified”.

### AGE

- Under 25
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75+
- Unspecified (opt out)

### GENDER

- Female
- Male
- Transgender
- Unspecified (opt out)

### RACE/ETHNICITY (SELECT ALL THAT APPLY)

- African American/Black
- American Indian/Native American
- Asian
- Hispanic/Latino
- Native Hawaiian/Other Pacific Islander
- White/Caucasian
- Self-identification: \_\_\_\_\_
- Unspecified (opt out)

## STEP 2. PROPOSAL INFORMATION

Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Correct spelling and grammar help readability and comprehension.

## Learning Formats and Levels

1. Which learning format is your proposed session?
  - a. Express Talk (20 minutes)
  - b. Point/Counterpoint (30 minutes)
  - c. Education Session – Case Study Presentation (60 minutes)
  - d. Education Session – Panel Discussion (60 minutes)
  - e. Education Session – Seminar (60 minutes)
  - f. Deep Dive (90 minutes)
  - g. Learning Lab (3 hours)
2. Which Professional Pathway knowledge level is your session geared toward?
  - a. Baseline (fundamental, 0-3 years)
  - b. Specialist (applied, 3-8 years)
  - c. Executive (strategic, 8+ years)

## Session Title & Description

1. Session Title (Limit 10 words)  
Please submit, in 10 words or less, your session title. **IMPORTANT:** Do not include speaker, company or product names anywhere in the session title.
2. Short Session Description (Limited to 50 words)  
Pitch this session to prospective attendees in just one sentence.
3. Long Session Description (Limited to 150 words)  
Please describe the overall focus and goal of the session, including key points and supporting topics. **IMPORTANT:** Do not include speaker, company or product names anywhere in the description.

## Learning Outcomes

Please clearly define how your session will support attendees' knowledge and skills for use in their jobs. Put emphasis on participants acquiring skills, rather than simply receiving knowledge and information. For example, "Participants will be able to improve their legacy giving programs by using blended gifts effectively"

- a. Outcome 1:
- b. Outcome 2:

c. Outcome 3:

### Instructional Flow

How would you describe the instructional flow for this session? What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to instruction that go beyond a basic approach are strongly encouraged. Please be specific.

### Primary Topic Area

What is the primary topic area that best describes the focus of your proposed session? (Select only one)

- |   |   |
|---|---|
| ▪ Annual Giving                                   | ▪ Grateful Patient Giving/Referral-Based Philanthropy |
| ▪ Major & Transformational Giving                 | ▪ Career Development                                  |
| ▪ Planned Giving                                  | ▪ Service Line Fundraising                            |
| ▪ Board & Volunteer Engagement                    | ▪ Endowment Fundraising                               |
| ▪ Corporate & Foundation Giving /Sponsorship      | ▪ Donor-Advised Funds                                 |
| ▪ Chief Philanthropy Officers/Leadership          | ▪ Analytics/Predictive modeling                       |
| ▪ Philanthropy Operations                         | ▪ Community/Population Health                         |
| ▪ Hospice Philanthropy                            | ▪ Building an Inclusive Culture & Team                |
| ▪ Marketing & Communications                      | ▪ Attracting Diverse Talent                           |
| ▪ Digital Fundraising in a Post-COVID Environment | ▪ Other (please specify)                              |

### Secondary Topic Area

What is a secondary topic area that also describes the focus of your proposed session? (Select only one)

- |   |   |
|---|---|
| ▪ Annual Giving                             | ▪ Philanthropy Operations                             |
| ▪ Major & Transformational Giving           | ▪ Hospice Philanthropy                                |
| ▪ Planned Giving                            | ▪ Marketing & Communications                          |
| ▪ Board & Volunteer Engagement              | ▪ Digital Fundraising in a Post-COVID Environment     |
| ▪ Corporate & Foundation Giving/Sponsorship | ▪ Grateful Patient Giving/Referral-Based Philanthropy |
| ▪ Chief Philanthropy Officers/Leadership    | ▪ Career Development                                  |



- Service line Fundraising
- Endowment Fundraising
- Donor-Advised Funds
- Analytics/Predictive Modeling
- Community/Population Health
- Building an Inclusive Culture & Team
- Attracting Diverse Talent
- Other (please specify)

### Virtual Presentation

If we are not able to hold the conference in person due to public health issues, would you be willing to present your proposed session virtually?

- Yes
- No
- Other (please specify)

### Target Audience

While we know that people from many backgrounds may gain value from your proposed session, please indicate the primary audience that will benefit the most.

Target Organization Type (select all that apply)

- Health Systems
- Community hospitals
- Children's hospitals
- Academic medical centers
- Hospice/long-term care
- Other (please specify)

Target Organization Size (select one)

- Small shop (1-9 staff)
- Medium shop (10-34 staff)
- Large shop (35+ staff)
- Any size

Target Job Role (select one)

- Chief development officer
- C-level, executive team, VP
- Director level
- Manager level



- Employee (non-manager)
- Other (please specify)

## **Submitting Your Proposal**

When you are ready to submit your session proposal, you may do so through this form: <https://www.surveymonkey.com/r/AHPINTL21>. Please remember all submissions must be received by ~~February 10, 2021~~ the extended deadline of February 24.

## **Questions?**

Email [education@ahp.org](mailto:education@ahp.org) or call 703-538-3143 with any questions about the submission process or the 2021 conference.