

The AHP Virtual Institute Annual Giving Blueprint 2021

Day 1: Monday, July 12	
Timing	Session
3 PM-4:30 PM ET	Introduction to AHP Virtual – Annual Giving Track

Day 2: Tuesday, July 13	
Timing	Session
1 PM – 2 PM ET	Digital Fundraising
2 PM – 3 PM	Digital Fundraising – Practical Examples
3 PM – 4 PM	Learning application

Day 3: Wednesday, July 14	
Timing	Session
1 PM – 2 PM ET	Monthly Giving
2 PM – 3 PM	Mid-Level Giving
3 PM – 4 PM	Learning application

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Day 4: Friday, July 16	
Timing	Session
1 PM – 2 PM ET	Employee Campaigns
2 PM – 3 PM	Pipeline Development
3 PM – 4 PM	Diversity, Equity, and Inclusion Learning application Week one check-in

Day 5: Tuesday, July 27	
Timing	Session
1 PM – 2:15 PM ET	Clinically Referred Philanthropy
2:15 PM – 3:45 PM	Grateful Patient Programs
3:45 PM – 4 PM	Learning application

Day 6: Wednesday, July 28	
Timing	Session
1 PM – 2 PM ET	Special Events

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2 PM – 3 PM	Special Events & COVID
3 PM – 3:45 PM	COVID donors – who are they? How do we keep them?
3:45 PM – 4 PM	Learning application

Day 7: Friday, July 30	
Timing	Session
1 PM – 2:30 PM ET	Direct Marketing
2:30 PM – 3:30 PM	Stewardship
3:30 PM – 4 PM	Wrap Up