

**Association for Healthcare Philanthropy
Institute for Healthcare Philanthropy**

Fundamentals of Resource Development - **Virtual**

2021

Core Faculty:

Rhonda Cunningham, FAHP, Dean
John Drake, MLA, FAHP, CFRE, Past Dean
Jolene Francis, FAHP, CFRE
Jill Kyle, MBA, CFRE, Associate Dean

Class Guest Speakers:

Doug Dillon, CFRE
Tim Logan, FAHP, CFRE, ACFRE

Madison Institute 2021—Fundamentals of Healthcare Development

Monday, July 19	Topic/Activity	Faculty
10:00 – 10:30	Meet the Faculty	Core
10:30 – 11:30	Class Introductions	Class
11:30 – 12:00 pm	Learning Goals	Core
.	Break	
2:00 – 3:00 pm	Psychology of Giving	Drake
3:00 – 3:45 pm	Strategic and Annual Planning	Cunningham
3:45 – 4:00 pm	Questions	Core
Tuesday, July 20		
10:00 – 10:45 am	Case Statement	Francis
10:45-11:45 am	Board Development and Giving	Drake
11:45-12:00 pm	Questions/Volunteers for Solicitation	Core
	Refreshment Break	
2:00 – 3:00 pm	Research, Development and Cultivation	Francis
3:00-3:30 pm	Commemorative Giving	Cunningham
3:30 – 4:00 pm	Introduction to Class Project	Kyle

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Wednesday, July 21	Topic	Faculty
10:00 – 11:00 am	Understanding Development Structure and Function	Kyle
11:00 – 12:00 pm	Benchmarks and Budgeting	Francis
	Break	
2:00 – 3:00 pm	Physician Advocates, Grateful Patients	Kyle
3:00 – 3:30 pm	Foundations and Corporations	Drake
3:30 – 4:00 pm	Ethics	Core
Thursday, July 22		
10:00 – 11:00 am	Annual Giving: Multi-Channel Direct Response	Logan
11:00 – 12:00 pm	Digital Marketing and Development	Logan
	Break	
2:00 – 3:00 pm	Special Events: Party with a Purpose	Cunningham
3:00 – 4:00 pm	Planned Giving	Kyle

Friday, July 23	Topic	Faculty
10:00 – 11:00 am	Major Gifts and Personal Solicitation	Dillon
11:00 – 12:00 am	Capital Campaigns	Cunningham
	Break	
1:30-2:30 pm	Employee Giving	Drake
2:30-3:30 pm	Annual Giving: Stewardship and Recognition	Francis
3:30-4:00 pm	Class Role Play	