

AHP Institute for Healthcare Philanthropy
2021

TRACK NAME: FUNDRAISING MANAGEMENT

Track Dean: Ingrid Perry

Faculty: Arthur Ochoa, JD., Shannon Duval, Jessica McLain, David Collis

Legend

GW = Group Work

D – Director and/or Technical Support

Program starts at 1 pm EST

Note: 10-15 minute break between each session or after 90 minutes

DAY 1 July 12 1 pm	Topic/Activity	Faculty
Theme: Intro/Management & Leadership		
1 hour (Rules of the Road/Icebreaker) Interactive Pre Survey Poll Results	Welcome Leadership/Management Exercise GW	Ingrid Perry Art Ochoa Jessica McLain David Collis D. AHP Staff
2 hours Lecture/Interactive	Strategic Management & Leadership	Art Ochoa Ingrid Perry David Collis Jessica McLain D. AHP Staff
60 Minutes (included student intros)	Networking Social	Faculty/Students/AHP Staff

Day 2 July 14 1 pm	Topic Activity	Faculty
Theme: CDO and our People		
1.5 hours Lecture Q & A	The Role of the Chief Development Officer	Ingrid Perry Jessica/ Art/ David D. AHP staff
2 hours Lecture/Group Discussion	Managing Employees in Health Care Development	Jessica McLain D. Ingrid/Art/David

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Day 3 July 19 1 pm	Topic/Activity	Faculty
Theme: Financial Management		
2.5 hours of teaching over 2 sessions (45 minute break out session for Canadians) 1.25 hours WG – break out sessions/ no report back	Financial Management in Resource Development	David Collis Art Ochoa Jessica McLain Ingrid Perry D. AHP Staff
Fireside chat with CFO		David Collis
On-Line Survey		AHP/John Wilson

Day 4 July 21 1 pm	Topic/Activity	Faculty
Theme: Strategy & Culture		
2 hours plus GW (on another day) Lecture/ Q & A Breakout (15 min)	Strategic Development Planning	Ingrid Perry D. Jessica/Art/David AHP Staff
1.5 hours Includes fireside chat with hospital CEO	Building a Culture of Philanthropy	Jessica McLain Dr. Conor Delaney Art/Ingrid/David D. AHP Staff

Day 5 July 26 1 pm	Topic/Activity	Faculty
Theme: Boards & Politics		
1.5 hours Lecture Q & A	The Politics of Healthcare Philanthropy	Ingrid Perry/Shannon Duval David, Art, Jessica D. AHP Staff
1.5 hours Lecture/Discussion Fireside Chat – Board Diversity	Board Development and Management	Art Ochoa/Robin Cardozo Ingrid, Jessica, David D. AHP Staff

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Day 6 July 28 1 pm	Topic/Activity	Faculty
Theme: Systems		
1.5 hours Lecture/Discussion	Health Systems Mergers/Acquisitions	Shannon Duval Jessica McLain D. AHP Staff
1.5 hours Presentations/Feedback	Working Group Presentations on Strategic Development Planning	Ingrid Perry Art/Jessica/David D. AHP Staff

Day 7 Aug 9 1 pm	Topic/Activity	Faculty
Theme: Crisis and Building Blocks		
1.5 hours Lecture/Discussion	Crisis Management in Healthcare Philanthropy	Art Ochoa Ingrid/David/Jessica D. AHP Staff
2 hours Lecture/Discussion Groups	Seven Building Blocks of a Successful Development Program	Ingrid Perry Jessica, David, Art D. AHP Staff

DAY 8 August 1 pm,	Topic/Activity	Faculty
Theme: Wrap Up		
1 hour Group Discussion	Working Group Discussions Priority Issues	Students/Faculty D. AHP Staff
1 hour	Track Evaluation	Students and Faculty