

**AHP VIRTUAL INSTITUTE 2021  
MAJOR GIFT INITIATIVES & THE CAMPAIGN - Draft Blueprint**

**DAY ONE – Monday, August 16**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
9:15 to 10:00 a.m. EST	Class Welcome & Introductions	Doug & Ashley
10:00 to 11:00 a.m. EST	New Way of Campaign Planning	Doug & Ashley
11:00 to 11:15 a.m. EST	Break	
11:15 a.m. to 12:00 p.m. EST	The Case for Support	Ashley Nall
12:00 to 12:15 p.m. EST	Q&A/Wrap up	

**DAY TWO – Wednesday, August 18**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
9:15 to 9:30 a.m. EST	Welcome	Ashley Nall
9:30 to 10:30 a.m. EST	Feasibility Study	Doug Dillon
10:30 to 10:45 a.m. EST	Q&A	
10:45 to 10:55 a.m. EST	Break	
10:55 to 11:55 a.m. EST	Recognition & Stewardship & The Campaign	Donna Budak
11:55 a.m. to 12:15 p.m.	End of Week One Q&A/Wrap up	Doug & Ashley

**DAY THREE – Monday, August 23**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
9:15 to 9:30 a.m. EST	Welcome	Ashley Nall
9:30 to 10:30 a.m. EST	Building the Master Plan	Doug Dillon
10:30 to 10:45 a.m. EST	Q&A	
10:45 to 11:45 a.m. EST	Annual Giving & The Campaign	Jill Kyle
11:45 to 11:55 a.m. EST	Break	
11:55 a.m. to 12:35 p.m. EST	Fundamentals of Individual Plans & Solicitations	Ashley Nall
12:35 to 12:45 p.m. EST	Q&A Wrap up	

**DAY FOUR – Wednesday, August 25**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
9:15 to 9:30 a.m. EST	Welcome	Ashley Nall
9:30 to 10:30 a.m. EST	Planned Giving & The Campaign	TBD – Canadian
10:30 to 10:45 a.m. EST	Break	
10:45 to 11:45 a.m. EST	Securing the Appointment & Asking for the Gift	Doug Dillon Ashley Nall
11:45 a.m. to 12:30 p.m. EST	Q&A & Class Wrap up	