

**AHP Madison Institute for Healthcare Philanthropy  
August 17<sup>th</sup> – September 14<sup>th</sup>**

**Philanthropy Communications & Marketing Mini-Track**

Faculty:

Michael J. Beall – Accordant

Amy Dorrill & Guest – Accordant, Adventist Health

**Schedule – Communications & Marketing Mini-Track**

<b>Tuesday, Aug 17</b>	<b>Topic/Activity</b>	<b>Faculty</b>
10:00am EST - 11:30pm EST	<b>CASE FOR SUPPORT:</b> Welcome & Fun Introductions (30 min) Review of pre-class survey (5) Poll Questions – goals, content of course (10) Case for Support: Target exercise, Donor Profiles, Examples, hurdles and real life stories, Do’s & Don’ts, Checklist guide(45)	Michael J. Beall
<b>Tuesday, Aug 24</b>	<b>Topic/Activity</b>	<b>Faculty</b>
10:00am EST - 11:30pm EST	<b>COMMUNICATIONS STRATEGY:</b> Bingo (20 min) Poll Questions (5) Audience driven model, Donor persona, Unique engagement ideas, 2 person strategy exercise (60)	Michael J. Beall

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**Schedule – Communications & Marketing Mini-Track**

<b>Tuesday, Aug 31</b>	<b>Topic/Activity</b>	<b>Faculty</b>
10:00am EST - 11:30pm EST	<b>Community Engagement, Diversity and the Next Curve of Health Philanthropy</b>	Amy Dorrill & Guest
<b>Tuesday, Sep 7</b>	<b>Topic/Activity</b>	<b>Faculty</b>
10:00am EST - 11:30pm EST	<b>GRATEFUL ENGAGEMENT:</b> Storytelling exercise (15 min) Poll Questions: (5) Q&A, Presentation, Science of gratitude, examples, storytelling guide (70)	Michael J. Beall
<b>Tuesday, Sep 14</b>	<b>Topic/Activity</b>	<b>Faculty</b>
10:00am EST - 11:30pm EST	<b>CAMPAIGN COMMUNICATIONS:</b> Poll Questions (5 min) Presentation on Timeline, Working with Marketing, Outsourcing, Digital vs Print, Examples (60) Q&A (25)	Michael J. Beall
30 minute break		
10:00am EST - 11:30pm EST	<b>POWER OF IMAGE AND MESSAGE:</b> Presentation, examples, science of the mind, Working with photographers and videographers, Tools, Bringing it all together (45 min) Open Mic (45 min)	Michael J. Beall