

The AHP Virtual Institute Annual Giving Blueprint 2020

Day 1: Thursday October 1st	
Timing	Session
11AM- 11:55AM	Making the most of the AHP Virtual Experience
11:55AM- 12PM	
12PM-12:50PM	Planning and Evaluating Your Annual Giving Program
12:50PM- 1PM	
1PM- 1:45PM	The Psychology of Giving
1:45PM-2PM	
2PM- 2:50PM	Monthly Giving
2:50PM-3PM	
3PM-4PM	Employee Campaigns
4PM-4:10PM	
4:10PM- 4:55PM	Pipeline Development

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Day 2: Friday October 2nd	
Timing	Session
11AM- 11:15AM	Day 2 Welcome
11:15AM- 12PM	Direct Marketing
12PM- 12:05PM	
12:05PM-12:55PM	Mid-Level Donor Programs
12:55PM- 1:10PM	
1:10PM- 1:55PM	Digital Fundraising
1:55PM-2:05PM	
2:05PM- 3PM	Engaging Patients & Families a. Clinically Referred Philanthropy
3PM-3:10PM	
3:10PM-4:05PM	Engaging Patients & Families b. Implementing Grateful Patient Program
4:05-4:10	
4:10PM-4:55PM	Analytics & Benchmarking in Annual Giving
4:55PM- 5:15PM	Day 2 Wrap Up

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Day 3: Saturday October 3rd	
Timing	Session
11AM- 11:10AM	Day 2 Welcome
11:10AM- 11:55PM	Direct Marketing Pt. 2
11:55PM- 12:40PM	Special Events
12:40PM- 12:50PM	
12:50PM-1:35PM	Special Events in the new world of COVID-19
1:35PM- 2:20PM	The Role of Digital (Digital Fundraising Pt. 2)
2:20 – 2:30	
2:30PM- 3:20PM	Working with Volunteers
3:20PM-4:20PM	Q&A
4:20-4:30	Wrap Up