

2020 AHP Virtual Institute for Healthcare Philanthropy

Track Name: Fundraising Management

Track Dean: Ingrid Perry

Emeritus Dean: David Gillig, FAHP

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

Legend

GW = Group Workshop

D - Director and/or Tech Support

Day 1	Topic/Activity	Faculty
Theme: Intro and Strategic Management		
1 hour (Rules of Road and Icebreaker) Interactive	Welcome Leadership/Management Exercise GW	Ingrid Perry David Gillig, FAHP Art Ochoa, JD Jessica McLain D. AHP Staff.
2 hours Lecture/Interactive	Strategic Management and Leadership	David Gillig, FAHP Ingrid Perry Jessica McLain Art Ochoa, JD D. AHP Staff
30 min	Networking Social	Faculty and students D. AHP Staff

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Schedule - Management

Day 2	Topic/Activity	Faculty
Theme: CDO and Strategic Planning		
1.5 hours Lecture. Q & A	The Role of the Chief Development Officer	Art Ochoa, JD D. Jessica/AHP
15 min	Refreshment Break	
2 hours plus GW (on another day) Lecture Q & A	Strategic Development Planning. GW	Ingrid Perry D. Jessica/AHP

Day 3	Topic/Activity	Faculty
Theme: Stakeholders		
2 hours Lecture/Group Discussion	Managing Employees in Healthcare Development	Jessica McLain (David Gillig, FAHP) D. Ingrid
15 min	Coffee Break	
1.5 hours Lecture/ Q & A	The Politics of Healthcare Philanthropy	Ingrid Perry D. Jessica

Day 4	Topic/Activity	Faculty
Theme: Financial Management		
(2.5 hours of teaching over 2 sessions and 1.25 WG) Lecture/ Discussion	Financial Management in Resource Development Part I	David Gillig, FAHP Jessica McLain D. Ingrid/ AHP

15 minutes	Coffee Break	
Group Work/ Report Back	Workgroups: Financial Management in Resource Development	David Gillig, FAHP Art Ochoa, JD Jessica McLain

Day 5	Topic/Activity	Faculty
Theme: Culture and Strategy		
1.5 hours Lecture/Discussion	Building a Culture of Philanthropy	Art Ochoa, JD D. Ingrid
15 min	Refreshment Break	
1.5 hours <i>(see previous SDP sessions)</i> Working Groups/Presentations	Workgroups: Strategic Development Planning Presentations GW	David Gillig/ Ingrid Perry /Art Ochoa// Jessica <i>(work group support)</i>

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Schedule – Fundraising Management

Day 6	Topic/Activity	Faculty
Theme: Boards & Health Systems		
1.5 hours Lecture/Discussion	Board Development and Management	Art Ochoa, JD D. Jessica
15 minutes	Coffee Break	
1.5 hours Lecture/Discussion	Health Systems/Mergers and Acquisitions	Shannon Duval D. Art/Jessica

Day 7	Topics/Activity	Faculty
Theme: Crisis Management and Building Blocks		
1.5 hours Lecture/ Discussion Groups	Crisis Management in Healthcare Philanthropy	Art Ochoa, JD D. David
15 min	Refreshment Break	
2 hours Lecture/ Discussion Groups	Seven Building Blocks of a Successful Development Program	Ingrid Perry D. David

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Schedule – Fundraising Management

Day 8	Topic/Activity	Faculty
1 hour Group Discussion	Workgroup Discussions: Priority Issues – Boards GW	Students/Faculty D. Jessica
1 hour Group Discussion	Group Discussion: Track Evaluation & Certificate Presentation	Students/Faculty