

2020 AHP Virtual Institute for Healthcare Philanthropy

Track Name: Major Gift Initiatives and the Campaign

Track Dean: Douglas A. Dillon, CFRE

Associate Dean: Ashley Nall, CFRE

Guest Faculty: Donna Budak, FAHP, Shannon Duval,
Jill Kyle, MBA, CFRE, Tim Logan, FAHP, ACFRE, CFRE

September 28, 2020	Topic/Activity	Faculty
9:30-10:00 AM	Welcome	Doug Dillon Ashley Nall
10:00 AM-12:00 PM	New Way of Campaign Planning	Doug Dillon Ashley Nall
12:00 PM-12:15 PM	Break	
12:15 PM-1:00 PM	Case for Support	Ashley Nall
1:00 PM-1:15 PM	Q&A/Roundtable	

September 29, 2020	Topic/Activity	Faculty
9:15 AM-9:30 AM	Morning welcome/Q&A	Doug Dillon Ashley Nall
9:30 AM-10:30 AM	Recognition & Stewardship and the Campaign	Donna Budak
10:30 AM-11:30 AM	Top Leadership During Challenging Times	Shannon Duval
11:30 AM-12:00 PM	Break	
12:00 PM-1:10 PM	Building the Master Plan	Doug Dillon
1:00 PM-1:15 PM	Q&A/Roundtable	

September 30, 2020	Topic/Activity	Faculty
9:15 AM-9:30 AM	Morning Welcome/Q&A	
9:30 AM-10:30 AM	Annual Giving and the Campaign	Jill Kyle
9:30 AM-9:45 AM	Break	
10:45 AM-11:45 AM	Marketing & the Campaign	Tim Logan
11:45 AM-12:45 PM	Fundamentals of Individual Plans and Solicitations	Ashley Nall
12:45 PM-1:15 PM	Class Wrap-Up	