

**AHP Virtual Institute for Healthcare Philanthropy  
August 11<sup>th</sup> – September 3<sup>rd</sup>**

**Philanthropy Communications & Marketing Mini-Track**

Faculty:  
Michael J. Beall – Accordant  
Kathleen Murphy – Intermountain Healthcare  
Gregory Workman – Spectrum Health

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

<b>Tuesday, Aug 11</b>	<b>Topic/Activity</b>	<b>Faculty</b>
11:00am EST - 12:30pm EST	<b>Welcome &amp; Introductions (20 min) Virtual Tools Tour (10 min) Overview of Course and 1 Big Takeaway – Provocative Presentation on pre vs post pandemic realities (30 min) Hoped for Outcomes of the Course, Discussion (30 min)</b>	Michael J. Beall
<b>Tuesday, Aug 18</b>	<b>Topic/Activity</b>	<b>Faculty</b>
11:00am EST - 12:30pm EST	<b>The Philanthropy Brand (why) &amp; Communication Strategy Workshop (90 min)</b>	Michael J. Beall

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<b>Tuesday, Aug 25</b>	<b>Topic/Activity</b>	<b>Faculty</b>
11:00am EST - 12:30pm EST	<b>Philanthropy as Brand Builder</b>	Kathleen Murphy
<b>Thursday, Aug 27</b>	<b>Topic/Activity</b>	<b>Faculty</b>
11:00am EST - 12:30pm EST	<b>Empowering Your Data</b>	Greg Workman
<b>Thursday, Sept 3</b>	<b>Topic/Activity</b>	<b>Faculty</b>
11:00am EST - 12:30pm EST	<b>Storytelling</b>	Michael J. Beall, Greg Workman
30 minute break		
1pm EST – 2:30pm EST	<b>Open discussion and workshop</b>	Michael J. Beall