

Association for Healthcare Philanthropy

Institute for Healthcare Philanthropy

Fundamentals of Healthcare Development

2023

Core Faculty:

Rhonda Cunningham, FAHP, Dean
 Jolene Francis, FAHP, CFRE, Assistant Dean
 Jill Kyle, MBA, CFRE

Sunday, July 16	Topic/Activity	Faculty
1:00 – 5:00 pm	Registration	
5:00 – 6:30 pm	Class Welcome and Icebreaker	Core (Cunningham, Francis, Kyle)
6:30 – 7:45 pm	Networking Social	

Class Guest Speakers:

Shannon Duval
 Tim Logan, FAHP, CFRE, ACFRE
 John Drake, FAHP, CFRE
 Michael Beall
 Robert Nolan, FAHP, CFRE

Madison Institute 2023—Fundamentals of Healthcare Development

Monday, July 17	Topic/Activity	Faculty
7:00 – 8:00 am	Breakfast - Great Hall, Memorial Union	
8:00 – 9:00 am	General Session - Great Hall, Memorial Union	
9:00 – 9:30 am	Review Class Rules, Learning Goals*	Core
9:30 – 10:30 am	Psychology of Giving	Kyle
10:30 – 10:45 am	Refreshment Break	
10:45 – 11:45 am	Strategic and Annual Planning	Cunningham
11:45-12:45 pm	Lunch	
12:45 – 1:30 pm	Case Statement	Francis
1:30 – 2:30 pm	Understanding Development Structure and Function	Kyle
2:30-2:45 pm	Refreshment Break	
2:45 – 3:45 pm	Board Development and Giving	Francis
3:45 – 4:00 pm	Major Gifts Role Play	Core
4:00 – 5:00 pm	Introduction to Class Project	Kyle
5:00 – 6:00 pm	Social Hour	
Evening	Dinner on your own	

**All sessions and breaks are in Pyle Center unless otherwise noted.*

Madison Institute 2023—Fundamentals of Healthcare Development

Tuesday, July 18	Topic	Faculty
7:00 – 7:30 am	Breakfast – Great Hall, Memorial Union	
7:30 – 8:30 am	General Session – Great Hall, Memorial Union	Dr. Angelique Grant
8:45 – 9:45 am	Physician Advocates, Grateful Patients	Kyle
9:45 – 10:30 am	Commemorative Giving	Cunningham
10:30-10:45	Refreshment Break	
10:45 – 11:45 am	Fundamentals of Tax Law	Francis & Cunningham
11:45 – 12:45 pm	Lunch	
12:45 – 2:15 pm	Annual Giving: Multi-Channel Direct Response	Logan
2:15 – 3:15 pm	Annual Giving: Stewardship and Recognition	Francis
3:15 – 3:30 pm	Refreshment Break	
3:30 – 4:30 pm	Foundations and Corporations	Nolan
4:30 – 5:00 pm	Class Project	Faculty
5:00 – 6:00 pm	Social Hour	
Evening	Dinner on your own	

Madison Institute 2023—Fundamentals of Healthcare Development

Wednesday, July 19	Topic	Faculty
7:00 – 7:30 am	Breakfast – Great Hall, Memorial Union	
7:30 – 8:30 am	General Session – Great Hall, Memorial Union	HIPAA - Donna Budak PIPEDA - Lesley Heighway
8:45 – 9:00 am	Learning Goals Check In	Core
9:00 to 10:15 am	Special Event: Party with a Purpose	Cunningham
10:15 – 10:30 am	Refreshment Break	
10:30 – 11:30 am	Digital Marketing and Development	Beall
11:30am – 12:15 pm	Benchmarks and Budgeting	Francis
12:15pm – 1:00 pm	Research, Development and Cultivation	Francis
Free afternoon and evening		

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Thursday, July 20	Topic	Faculty
7:00 – 8:15 am	Breakfast - Pyle Center	
8:30 – 10:00 am	Employee Giving	Drake
10:00 – 10:15 am	Refreshment Break	
10:15 – 11:45 am	Major Gifts and Personal Solicitation	Duval
11:45 – 12:45 am	Lunch	
12:45 – 1:45 pm	Planned Giving	Kyle
1:45 – 3:00 pm	Capital Campaigns	Cunningham
3:00 – 3:15 pm	Refreshment Break	
3:15 – 3:45 pm	Ethics	Core
3:45 – 4:15	Major Gifts – Role Play	Core
4:15 – 5:00 pm	Class Project – Final Preparations	Core
5:00 – 6:30 pm	Final Social Hour (and a half)	
Evening	Dinner on your own	

Madison Institute 2023—Fundamentals of Healthcare Development

Friday, July 21	Topic	Faculty
7:30 – 8:30 am	Breakfast - Pyle Centre	
8:45 – 9:45 am	Class Project	All
9:45 – 10:00 am	Refreshment Break	
10:00 – 10:45 am	Class Project	All
10:45 – 12:00 am	Closing Remarks and Certificates Presentation	All