

Association for Healthcare Philanthropy
Institute for Healthcare Philanthropy

Fundamentals of Healthcare Development

2022

Core Faculty:

Rhonda Cunningham, FAHP, Dean
 Jolene Francis, FAHP, CFRE
 Jill Kyle, MBA, CFRE, Associate Dean
 Lesley Heighway, MBA, FAHP, CFRE

| Sunday, July 17 | Topic/Activity | Faculty |
|------------------------|-------------------------------------|---|
| 1:00 – 5:00 pm | Registration | |
| 5:00 – 6:30 pm | Class Welcome and Icebreaker | Core (Cunningham, Francis, Kyle, Heighway) |
| 6:30 – 7:45 pm | Networking Social | |

Class Guest Speakers:

Doug Dillon, CFRE
 Tim Logan, FAHP, CFRE, ACFRE

Madison Institute 2022—Fundamentals of Healthcare Development

| Monday, July 18 | Topic/Activity | Faculty |
|-------------------------|---|----------------------|
| 7:00 – 7:45 am | Breakfast – Memorial Union | |
| 8:00 – 8:45 am | Plenary Session – Memorial Union | Guest Speaker |
| 8:45 – 9:00 am | Transfer to Pyle Center | |
| 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 – 1:15 pm | Case Statement | Francis |
| 1:15 – 2:45 pm | Board Development and Giving | Heighway |
| 2:45-3:00 pm | Refreshment Break | |
| 3:00 – 4:00 pm | Understanding Development Structure and Function | Kyle |
| 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 2022—Fundamentals of Healthcare Development

| Tuesday, July 19 | Topic | Faculty |
|-------------------------|--|----------------------|
| 7:30 – 8:30 am | Breakfast with Guest Speaker – Memorial Union | Guest Speaker |
| 8:30 – 8:45 am | Transfer to Pyle Center | |
| 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 | Faculty |
| 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 | Heighway |
| 4:30 – 5:00 pm | Class Project | Kyle |
| 5:00 – 6:00 pm | Social Hour | |
| Evening | Dinner on your own | |

Madison Institute 2022—Fundamentals of Healthcare Development

| Wednesday, July 20 | Topic | Faculty |
|----------------------------|--|-------------------|
| 7:30 – 8:30 am | Breakfast – Memorial Union | |
| 8:30 – 8:45 am* | Transfer to Pyle Center | |
| 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 | Logan |
| 11:30am – Noon | Benchmarks and Budgeting | Francis |
| Noon – 12:30 pm | Research, Development and Cultivation | Francis |
| Free afternoon and evening | | |

Madison Institute 2022—Fundamentals of Healthcare Development

| Thursday, July 21 | Topic | Faculty |
|--------------------------|--|-------------------|
| 7:30 – 8:15 am | Breakfast – Memorial Union | |
| 8:15 to 8:30 am | Transfer to Pyle Center | |
| 8:30 – 10:00 am | Major Gifts and Personal Solicitation | Dillon |
| 10:00 – 10:15 am | Refreshment Break | |
| 10:15 – 11:45 am | Employee Giving | Heighway |
| 11:45 – 12:45 am | Lunch | |
| 12:45 – 2:00 pm | Planned Giving | Kyle |
| 2:00 – 3:15 pm | Capital Campaigns | Cunningham |
| 3:15 – 3:30 pm | Refreshment Break | |
| 3:30 – 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 2022—Fundamentals of Healthcare Development

| Friday, July 22 | Topic | Faculty |
|-------------------------|--|----------------|
| 7:30 – 8:30 am | Breakfast – Memorial Union | |
| 8:30 – 8:45 am | Transfer to Pyle Center | |
| 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 pm | Closing Remarks and Certificates Presentation | All |