

# 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

<b>Sunday, July 16</b>	<b>Topic/Activity</b>	<b>Faculty</b>
1:00 – 5:00 pm	Registration	
5:00 – 6:30 pm	<b>Class Welcome and Icebreaker</b>	<b>Core (Cunningham, Francis, Kyle)</b>
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

<b>Monday, July 17</b>	<b>Topic/Activity</b>	<b>Faculty</b>
7:30 – 8:30 am	<b>Breakfast &amp; Welcome, Great Hall, Memorial Union</b>	
8:30 – 9:00 am	Transfer to Pyle Center	
<b>9:00 – 9:30 am</b>	<b>Review Class Rules, Learning Goals*</b>	<b>Core</b>
<b>9:30 – 10:30 am</b>	<b>Psychology of Giving</b>	<b>Kyle</b>
10:30 – 10:45 am	Refreshment Break	
<b>10:45 – 11:45 am</b>	<b>Strategic and Annual Planning</b>	<b>Cunningham</b>
11:45-12:45 pm	Lunch	
<b>12:45 – 1:30 pm</b>	<b>Case Statement</b>	<b>Francis</b>
<b>1:30 – 2:30 pm</b>	<b>Understanding Development Structure and Function</b>	<b>Kyle</b>
2:30-2:45 pm	Refreshment Break	
<b>2:45 – 3:45 pm</b>	<b>Board Development and Giving</b>	<b>Francis</b>
<b>3:45 – 4:00 pm</b>	<b>Major Gifts Role Play</b>	<b>Core</b>
<b>4:00 – 5:00 pm</b>	<b>Introduction to Class Project</b>	<b>Kyle</b>
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

<b>Tuesday, July 18</b>	<b>Topic</b>	<b>Faculty</b>
<b>7:00 – 8:30 am</b>	<b>Breakfast Presentation – Great Hall, Memorial Union</b>	<b>Keynote Speaker - TBC</b>
8:30 – 8:45 am	Transfer to Pyle Center	
<b>8:45 – 9:45 am</b>	<b>Physician Advocates, Grateful Patients</b>	<b>Kyle</b>
<b>9:45 – 10:30 am</b>	<b>Commemorative Giving</b>	<b>Cunningham</b>
10:30-10:45	Refreshment Break	
<b>10:45 – 11:45 am</b>	<b>Fundamentals of Tax Law</b>	<b>Francis &amp; Cunningham</b>
11:45 – 12:45 pm	Lunch	
<b>12:45 – 2:15 pm</b>	<b>Annual Giving: Multi-Channel Direct Response</b>	<b>Logan</b>
<b>2:15 – 3:15 pm</b>	<b>Annual Giving: Stewardship and Recognition</b>	<b>Francis</b>
3:15 – 3:30 pm	Refreshment Break	
<b>3:30 – 4:30 pm</b>	<b>Foundations and Corporations</b>	<b>Nolan</b>
<b>4:30 – 5:00 pm</b>	<b>Class Project</b>	<b>Faculty</b>
5:00 – 6:00 pm	Social Hour	
Evening	Dinner on your own	

## Madison Institute 2023—Fundamentals of Healthcare Development

<b>Wednesday, July 19</b>	<b>Topic</b>	<b>Faculty</b>
<b>7:30 – 8:30 am</b>	<b>Breakfast Presentation – Great Hall, Memorial Union</b>	
8:30 – 8:45 am*	Transfer to Pyle Center	
<b>8:45 – 9:00 am</b>	<b>Learning Goals Check In</b>	<b>Core</b>
<b>9:00 to 10:15 am</b>	<b>Special Event: Party with a Purpose</b>	<b>Cunningham</b>
10:15 – 10:30 am	Refreshment Break	
<b>10:30 – 11:30 am</b>	<b>Digital Marketing and Development</b>	<b>Beall</b>
<b>11:30am – 12:15 pm</b>	<b>Benchmarks and Budgeting</b>	<b>Francis</b>
<b>12:15pm – 1:00 pm</b>	<b>Research, Development and Cultivation</b>	<b>Francis</b>
Free afternoon and evening		

## Madison Institute 2023—Fundamentals of Healthcare Development

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

## Madison Institute 2023—Fundamentals of Healthcare Development

<b>Friday, July 21</b>	<b>Topic</b>	<b>Faculty</b>
7:30 – 8:30 am	Breakfast, Pyle Centre	
8:30 – 8:45 am	Transfer to Pyle Center	
<b>8:45 – 9:45 am</b>	<b>Class Project</b>	<b>All</b>
9:45 – 10:00 am	Refreshment Break	
<b>10:00 – 10:45 am</b>	<b>Class Project</b>	<b>All</b>
<b>10:45 – 12:00 am</b>	<b>Closing Remarks and Certificates Presentation</b>	<b>All</b>