

Association for Healthcare Philanthropy

Madison Institute for Healthcare Philanthropy

Major Gift Initiatives and the Campaign Track

Dean: Ashley Nall, M.S., CFRE

Associate Dean: Lesley Heighway, M.B.A., FAHP, CFRE

Faculty: Angelique Grant, Ph.D.

2023

Sunday, July 17	Topic/Activity	Faculty
1:00 – 5:00 pm	Registration	
5:00 – 6:30 pm	Convene to Classrooms – Introductions Faculty introductions Course preview “Getting to Know You” Making the most of the Madison Experience	Dr. Angelique Grant Lesley Heighway Ashley Nall
6:30 – 7:45 pm	Networking Social	

Madison Institute 2023 — Major Gift Initiatives and the Campaign

Monday, July 18	Topic/Activity	Faculty
7:00 – 7:45 am	Breakfast	
8:00 – 8:45 am	General Session – Great Hall, Memorial Union	
9:00 – 10:30 am	Overview of Campaigns & Emerging Trends	Dr. Angelique Grant Lesley Heighway Ashley Nall
10:30 – 10:45 am	Refreshment Break	
10:45 – 11:45 am	DEI Initiatives Integrated into the Campaign	Dr. Angelique Grant
11:45 am – 1:00 pm	Lunch	
1:00 – 2:00 pm	Building the Master Campaign Plan	Ashley Nall
2:00 – 3:00 pm	Developing the Case for Support	Lesley Heighway
3:00 – 3:15 pm	Refreshment Break	
3:15 – 4:15 pm	Feasibility Study or Leadership Assessment	Dr. Angelique Grant
4:15 – 5:00 pm	Faculty & Group Wrap-up	ALL
5:00 – 6:00 pm	Social Hour	
	Dinner on your own	

Madison Institute 2023 — Major Gift Initiatives and the Campaign

Tuesday, July 19	Topic	Faculty
7:30 – 8:30 am	Breakfast	
8:30 – 9:30 am	The Profile of Top Leadership	Shannon Duval
9:30 – 10:30 am	The Magic of Employees Engaged in a Campaign	John Drake
10:30-10:45 am	Refreshment Break	
10:45 am – 11:30 am	Inclusive Philanthropy	Dr. Angelique Grant
11:30 am – 12:15 pm	Building & Managing Your Portfolio	Ashley Nall
12:15 – 1:30 pm	Lunch	
1:30 – 2:30 pm	Mining Your Database for Campaign Gifts	Donna Budak
2:30 – 3:30 pm	Grateful Patient Work Within a Campaign	Lesley Heighway (<i>Canada Breakout</i>) Ashley Nall (<i>U.S. Breakout</i>)
3:30 – 3:45 pm	Refreshment Break	
3:45 – 4:30 pm	Engaging Clinical Partners within a Campaign	Lesley Heighway Ashley Nall
4:30 – 5:00 p.m.	Faculty & Group Wrap-up	ALL
5:00 – 6:00 pm	Social Hour	
	Dinner on your own	

Madison Institute 2023 — Major Gift Initiatives and the Campaign

Wednesday, July 20	Topic	Faculty
7:30 – 8:30 am	Breakfast	
8:30 – 10:00 am	Annual Giving to Enhance the Campaign	Jill Kyle
10:00 – 10:15 am	Refreshment Break	
10:15 – 11:00 am	Individual Plans & Lifecycle of a Donor	Lesley Heighway
11:00 am – 12:00 pm	Volunteer Motivation, Management and Training (Engaging Donors on the outside)	Dr. Angelique Grant
12:00 – 12:45 pm	Marketing the Campaign	Ashley Nall
12:45 pm	Grab & Go Lunch	
	FREE AFTERNOON & EVENING	

Madison Institute 2023 — Major Gift Initiatives and the Campaign

Thursday, July 21	Topic	Faculty
7:30 – 8:30 am	Breakfast	
8:30 – 9:30 am	Keeping Score...what to count and how to count it and managing the cash flow (how do you report it out)	Azra Hussein
9:45 – 10:00 am	Refreshment Break	
10:00 – 11:00 am	Recognition & Stewardship in the Campaign	Lesley Heighway
11:00 am – 12:00 pm	Securing the Visit & Making the call	Lesley Heighway Ashley Nall
12:00 – 1:15 pm	Lunch	
1:15 – 2:30 pm	Planned Giving in the Campaign	Tim Logan
2:30 – 3:15 pm	Critical Success Factors for Campaign Readiness	Lesley Heighway Dr. Angelique Grant Ashley Nall
3:15 – 3:30 pm	Refreshment Break	
3:30 – 4:15 pm	Navigating Difficult Conversations	Dr. Angelique Grant
4:15 – 5:00 pm	Group Work Preparing for the Solicitation	All
5:00 – 6:30 pm	Closing Celebration	
	Dinner on your own	

Madison Institute 2023 — Major Gift Initiatives and the Campaign

Friday, July 22	Topic	Faculty
7:30 – 8:30 am	Breakfast	
8:45 – 9:45 am	Solicitation Workshop	All
9:45 – 10:00 am	Refreshment Break	
10:00 – 10:45 am	Solicitation Workshop	All
10:45 – 11:30 am	Certificates & Wrap Up	All