

Association for Healthcare Philanthropy Madison Institute

Advanced Skills for Major Gifts July 16 – July 21, 2023

2023

Core Faculty:

Janet DeWolfe, FAHP, CFRE – Dean
Robert Wahlers, MS, CFRE – Associate Dean
John Drake, FAHP, CFRE
Jill Kyle, CFRE
Crystal Miller, FAHP, CFRE

Sunday, July 16	Topic/Activity	Faculty
1:00 – 5:00 pm	Registration	
5:00 – 6:30 pm	Class Welcome Making the Most of Your Madison Experience Ice Breaker Active Listening	DeWolfe, Miller, Wahlers
6:30 – 7:45 pm	Networking Social	

Monday, July 17	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast – Great Hall, Memorial Union	
8:00 – 9:00 AM	General Session/Opening Keynote – Great Hall, Memorial Union	
9:00 – 10:00 am	Keys to Success in Major Gifts Two Minute Connection Dialogue	DeWolfe, Wahlers
10:00 – 10:15 am	Refreshment Break	
10:15 – 11:45 am	Major Gift Skill Set and Essential Tools	DeWolfe, Miller, Wahlers
11:45 am – 12:45 pm	Lunch	
1:00 – 2:30 pm	Articulating the Case	Wahlers
2:30 – 3:00 pm	Refreshment Break	
3:00 – 4:30 pm	Three Best Ways to Build Pipeline	Wahlers
4:30 – 5:00 pm	Introduction of Case Role Play	DeWolfe, Miller, Wahlers
5:00 – 6:00 PM	Networking Social	
Evening	Dinner on your own	
5:00 – 6:00 PM	Networking Social	
Evening	Dinner on your own	

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

Tuesday, July 18	Topic	Faculty
7:30 – 9:00 AM	Breakfast	
9:00 – 10:30 am	Strategic Leadership Engagement (Hospital Leadership, Physicians and other Clinicians)	Miller
10:30 – 10:45 am	Refreshment Break	
10:45 am – 12:15 pm	Physician Advocates, Grateful Patients	Kyle
12:15 – 1:15 pm	Lunch	
1:15 – 3:00 pm	Major and Planned Giving Blended Gifts	Wahlers
3:00 – 3:30 pm	Refreshment Break	
3:30 – 5:00 pm	Closing the Gift	Miller, Wahlers
5:00 – 6:00 pm	Networking Social	
Evening	On Your Own	

Wednesday, July 19	Topic	Faculty
7:30 – 9:00 AM	Breakfast	
9:00 – 10:15 am	Stewardship	Miller
10:15 – 10:30 am	Refreshment Break	
10:30 am – 12:00 pm	Designing Donor Strategies	Miller, Wahlers
12:00 – 12:30 pm	Case Study Discussion	DeWolfe, Miller, Wahlers
Free afternoon and evening		

Thursday, July 20	Topic	Faculty
7:30 – 8:15 AM	Breakfast – Great Hall, Memorial Union	
8:30 – 10:00 am	Unsticking “Stuck” Situations: Communicating Through Challenging Prospect Scenarios	Ring
10:00 – 10:15am	Refreshment Break	
10:15 – 11:45 am	Unsticking “Stuck” Situations: Communicating Through Challenging Prospect Scenarios	Ring
11:45 am – 12:45 pm	Lunch	
12:45 – 2:00 pm	Role Play/Donor Visit	All
2:00 – 2:30 pm	Refreshment Break	
2:30 – 4:30 pm	Role Play/Donor Visit	All
4:30 – 5:00 pm	Open Discussion	
5:00 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	

Madison Institute 2023
Advanced Skills for Major Gifts

6

Friday, July 21	Topic	Faculty
7:30 – 8:30 AM	Breakfast – location TBD	
8:45 – 10:45 am	Advancing Your Career	Drake
10:45 – 11:00 am	Refreshment Break	
11:00 am – 12:00 pm	Closing Remarks and Certificate Presentation	DeWolfe, Miller, Wahlers