

# Association for Healthcare Philanthropy Madison Institute

## Philanthropy Communications & Marketing

2024

**Core Faculty:**  
Michael J. Beall, Dean

### Summary

Today, philanthropy communications has taken on a role of more strategic importance. While donors continue to list communications as a top reason why they stay or go, resources tend to be thin. In addition to donors, communicating the role of philanthropy to internal audiences (doctors, nurses & employees) and aligning with Marketing to drive community trust—it's just a lot. This course is about providing students with tools, strategies, rationale and inspiration for not just getting through, but for re-imagining what's possible.

Sunday, July 21	Topic/Activity	Faculty
9:00 am – 1:00 pm	Registration	
1:00-2:30 pm	Welcome Introductions / Goals Agenda Overview /	Michael Beall
2:45-3:45pm	The Product of Philanthropy Workshop Part I: Why Philanthropy, Brand Ecosystem / Trust	Michael Beall
4:00-5:30pm	The Product of Philanthropy Workshop Part II: Key Messaging, Lead Voice (Meet the Donor)	Michael Beall
5:30-6:00pm	Optional: Open Discussion	Michael Beall
6:30 – 7:45 pm	Networking Social	

Monday, July 22	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast – Great Hall, Memorial Union	
8:00 – 9:00 AM	General Session/Keynote – Great Hall, Memorial Union	
9:00 – 10:30 AM	Case for Support	Michael Beall
10:30 – Noon	Experiential Stewardship	Michael Beall
Noon – 1:15pm	Break	
1:15pm – 3:00pm	Campaign Communications Part I: Quiet Phase: Strategy, Budget, Vendors, Marketing, Timelines, Opportunities	Michael Beall
3:00pm – 4:30	Campaign Communications Part II: Donor acknowledgement, stewardship, public phase	Michael Beall
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 23	Topic	Faculty
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:00 – 10:30 AM	Grateful Partnerships (Meet the Doctor)	Michael Beall
10:30 – Noon	Gratitude Branding and Messaging	Michael Beall
1:15 – 3:00pm	Storytelling & Creative	Michael Beall
3:00 – 5:00pm	Bringing it all together: Digital, Data, Strategies	Michael Beall
5:00 – 6:00 pm	Networking Social	
Evening		