

**Association for Healthcare Philanthropy  
Madison Institute**

**Advanced Skills for Major Gifts**

2024

**Core Faculty:**

Janet DeWolfe, FAHP, CFRE - Dean  
Robert Wahlers, MS, CFRE -Associate Dean  
Jill Kyle, CFRE  
Crystal Miller, FAHP, CFRE

**Track Guest Speakers:**

Stacy Mara, Senior Consultant, Plus Delta Partners  
Preston Walters, President, Alameda Health System Foundation

## Madison Institute 2024—Advanced Skills for Major Gifts

Sunday, July 21	Topic/Activity	Faculty
9:00 am – 1:00 pm	Registration	
1:00 - 2:30 pm	<b>Welcome and Orientation</b> <b>Making the Most of Your Madison Experience</b> <b>Faculty Introductions</b> <b>Getting to Know You</b> <b>Active Listening</b>	Janet DeWolfe Crystal Miller Robert Wahlers
2:30 - 3:15 pm	<b>Keys to Success</b> <b>Major Gift Skill Set and Essential Tools</b>	Janet DeWolfe
3:15 - 3:30 pm	<b>Break</b>	
3:30 - 5:15 pm	<b>Articulating the Case</b>	Robert Wahlers
5:15 - 5:30 pm	<b>Break</b>	
5:30 - 6:30 pm	<b>Introduction of Case Role Play</b>	All Track Faculty
6:30 – 7:45 pm	Networking Social	

## Madison Institute 2024—Advanced Skills for Major Gifts

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	
9:15 - 10:45 am	<b>Best Ways to Build Pipeline</b>	Robert Wahlers
10:45 - 12:15 pm	<b>Strategic Leadership</b>	Crystal Miller
12:15 - 1:15 pm	<b>Lunch</b>	
1:15 - 2:45 pm	<b>Physician Advocate, Grateful Patients</b>	Jill Kyle
2:45 - 3:00 pm	<b>Break</b>	
3:00 - 4:30 pm	<b>Major, Planned Giving and Blended Gifts</b>	Robert Wahlers
5:00 – 6:00 PM	Networking Social	
Evening	Dinner on your own	

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

## Madison Institute 2024—Advanced Skills for Major Gifts

<b>Tuesday, July 23</b>	<b>Topic</b>	<b>Faculty</b>
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:00 - 10:30 am	<b>Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part I</b>	Stacy Mara
10:30 - 10:45 am	<b>Break</b>	
10:45 am - 12:15 pm	<b>Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part II</b>	Stacy Mara
12:15 - 1:15 pm	<b>Lunch</b>	
1:15 - 2:45 pm	<b>Stewardship</b>	Crystal Miller
2:45 - 3:00 pm	<b>Break</b>	
3:00 - 4:30 pm	<b>Designing Donor Strategies</b>	Janet DeWolfe Crystal Miller Robert Wahlers
4:30 - 5:00 pm	<b>Open Discussion</b>	All Track Faculty
5:00 – 6:00 pm	Networking Social	
Evening		

**Madison Institute 2024—Advanced Skills for Major Gifts**

<b>Wednesday, July 24</b>	<b>Topic</b>	<b>Faculty</b>
7:30 – 9:00 AM	Breakfast & Roundtables – Pyle Center	
9:00 - 10:30 am	<b>Storytelling</b>	Preston Walton
10:30 - 10:45am	Break	
10:45 - 12:00 pm	<b>Case Study Discussion</b>	
Free afternoon and evening		

**Madison Institute 2024—Advanced Skills for Major Gifts**

<b>Thursday, July 25</b>	<b>Topic</b>	<b>Faculty</b>
7:30 – 8:30 AM	Breakfast – Pyle Center	
8:45 - 10:15 am	<b>Ethics Panel</b>	DeWolfe, Miller, Wahlers
10:15 - 10:30 am	<b>Role Play/Donor Visit</b>	
12:00 - 1:00 pm	Lunch	
1:00 - 3:45 pm	<b>Role Play/Donor Visit</b>	
3:45 - 4:45 pm	Evaluation, Certificate Presentations	
5:00 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	