

# **Association for Healthcare Philanthropy Madison Institute**

## **Philanthropy Communications & Marketing**

2025

### **Core Faculty:**

Michael J. Beall, Dean

### **Class Guest Speakers:**

Jenny O'Bryan

### ***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.

## Madison Institute 2025 — Marketing & Communications Mini-Track<sup>2</sup>

Monday, July 21	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast Available	
8:00-8:30 AM	Welcome Introductions / Goals	Michael J Beall, Jenny O'Bryan
8:30-10:00 AM	The Product of Philanthropy Part 1: Why, Brand Ecosystem, Trust, Message Guide	Michael J Beall
15 min break		
10:15 - Noon	The Product of Philanthropy Part 2: Key Messaging, Lead Voice, Target Audiences	Michael J Beall
	Lunch	
1:00 – 2:30 PM	Building Trust with Key Stakeholders Workshop – Marketing Team	Jenny O'Bryan
15 min break		
2:45 – 4:00 PM	Building Trust with Major Gift Donors	Michael J Beall
4:00 – 5:00 PM	Open Discussion	Michael J Beall, Jenny O'Bryan
5:00 – 6:00 PM	Welcome Reception	
Evening	Dinner on your own	

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

## Madison Institute 2025 — Marketing & Communications Mini-Track<sup>3</sup>

Tuesday, July 22	Topic	Faculty
8:00 – 8:45 AM	Breakfast Available	
8:45 – 9:30 AM	General Session & Keynote Speaker	
9:30 – 10:00 AM	Discuss Keynote, Day 1 topics	Michael J Beall, Jenny O'Bryan
10:00 – Noon	Embedding gratitude inspired philanthropy across a health system (presentation and workshop)	Jenny O'Bryan
1:00 – 2:30 PM	Storytelling	Michael J Beall
15 Min Break		
2:45 – 4:00 PM	Case Statement	Michael J Beall
4:00 – 5:00 PM	Message Guide Workshop	Michael J Beall, Jenny O'Bryan
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

## Madison Institute 2025 — Marketing & Communications Mini-Track<sup>4</sup>

Wednesday, July 23	Topic	Faculty
8:00 – 9:00 AM	Breakfast & Optional Roundtables	
9:00 – 11 AM	Campaign Communications Part I: Quiet Phase: Strategy, Budget, Vendors, Marketing, Timelines, Opportunities	Michael J Beall
11:00 – Noon	Campaign Communications Part II: Donor acknowledgement, stewardship, public phase	Michael J Beall
1:00 – 3:00 PM	Wrap Up	Michael J Beall, Jenny O'Bryan
3:00 PM	Free afternoon begins	

## Madison Institute 2025 — Marketing & Communications Mini-Track<sup>5</sup>

Thursday, July 24	Topic	Faculty
7:30 – 8:30 AM	Breakfast – Pyle Center	
5:00 – 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	