

**Association for Healthcare Philanthropy
Madison Institute**

Advanced Skills for Major Gifts

2026

Core Faculty:

Crystal Hinson Miller, MA, FAHP, CFRE, IU Health Foundation- Dean
Christy Adler, Banner Health Foundation – Faculty
Matt Miller, FAHP, CFRE, Bozeman Health Foundation - Faculty

Class Guest Speakers:

Alice Ayres, President and CEO AHP
Art Ochoa, JD, Senior VP, Chief Advancement Officer, Cedars-Sinai
Preston Walton, President, Alameda Health System Foundation
Stacy Mara, Senior Consultant, Plus Delta

Madison Institute 2026—[ADVANCED SKILLS FOR MAJOR GIFTS]

| Monday, July 13 | Topic/Activity | Faculty |
|------------------------|--|--|
| 7:00 – 8:00 AM | Breakfast Available | |
| 8:00 – 9:00 AM | General Session & Keynote Speaker | |
| 9:00 AM | First class begins | |
| 9:00 – 10:00 AM | Welcome Ice Breaker | Crystal Miller Christy Adler Matt Miller |
| 10:00 – 10:45 AM | Healthcare Trends | Alice Ayres |
| 10:45 – 11:00 AM | Break | |
| 11:00 – 11:45 AM | Keys to Success Faculty Introductions | Crystal Miller Christy Adler Matt Miller |
| 11:45 AM – 1:15 PM | Lunch | |
| 1:15 – 2:30 PM | What do you want to accomplish? What challenges are you facing? | Crystal Miller Christy Adler Matt Miller |
| 2:30 – 3:15 PM | Partners to Engage Major Gift Prospects (Board, Donors, & Other Volunteer Champions) | Crystal Miller Christy Adler Matt Miller |
| 3:15 – 3:30 PM | Break | |
| 3:30 – 4:45 PM | Physician Engagement & Grateful Patients | Christy Adler |
| 4:45 – 5:00 PM | Pulse Check | Crystal Miller Christy Adler Matt Miller |
| 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 2026—[ADVANCED SKILLS FOR MAJOR GIFTS]

| Tuesday, July 14 | Topic | Faculty |
|-------------------------|---------------------------------------|--|
| 8:00 – 9:00 AM | Breakfast Available | |
| 9:45 – 10:15 AM | Pulse Check | Crystal Miller Christy Adler Matt Miller |
| 10:15 – 11:45 AM | Transformational/Principal Gifts | Art Ochoa |
| 11:45 AM – 1:15 PM | Lunch | |
| 1:15 – 2:15 PM | Stewardship | Crystal Miller |
| 2:15 – 3:15 PM | Storytelling | Preston Walton |
| 3:15 – 3:30 PM | Break | |
| 3:30 – 4:30 PM | Introduction to Role Play & Prep Time | Crystal Miller Christy Adler Matt Miller |
| 4:30 – 5:00 PM | Open Discussion | |
| 5:00 – 6:00 pm | Networking Social | |
| Evening | Dinner on your own | |

Madison Institute 2026—[ADVANCED SKILLS FOR MAJOR GIFTS]

| Wednesday, July 15 | Topic | Faculty |
|---------------------------|---|--|
| 8:00 – 9:00 AM | Breakfast & Optional Roundtables | |
| 9:00 – 9:15 AM | Pulse Check | Crystal Miller Christy Adler Matt Miller |
| 9:15 – 10:15 AM | Strategic Leadership | Crystal Miller |
| 10:15 – 10:30 AM | Break | |
| 10:30 – 11:45 AM | Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part I | Stacy Mara |
| 11:45 AM – 1:15 PM | Lunch | |
| 1:15 – 2:30 PM | Unsticking “Stuck” Situations Communicating Through Challenging Prospect Scenarios Part II | Stacy Mara |
| 2:30 PM | Free afternoon begins | |

| Thursday, July 16 | Topic | Faculty |
|--------------------------|---------------------------------|--|
| 8:00 – 9:00 AM | Breakfast – Pyle Center | |
| 8:30 – 9:15 AM | Role Play Prep | Crystal Miller Christy Adler Matt Miller |
| 9:15 – 11:45 AM | Role Play Presentations | Class |
| 11:45 AM – 1:15 PM | Lunch | |
| 1:15 – 3:15 PM | Role Play Presentations | Class |
| 3:15 – 3:30 PM | Break | |
| 3:30 – 4:30 PM | Ethics Panel Discussion | TBD |
| 4:30 – 5:00 PM | Evaluation and Certificates | Crystal Miller Christy Adler Matt Miller |
| 5:00 – 6:30 pm | Closing Celebration Social Hour | |
| Evening | Dinner on your own | |