

**Association for Healthcare Philanthropy  
Madison Institute**

**Major Gift Initiatives & Campaigns**

2026

**Core Faculty:**

Dean: Ashley Nall, M.S., CFRE

Associate Dean: Angelique Grant, Ph.D.

Faculty: Jennifer Atkinson

Loriana DeCrescenzo, FAHP

**Class Guest Speakers:**

Need to confirm

**Mike Beall**

**Crystal Hinson Miller**

**Nelson Wittenmyer**

## Madison Institute 2026—[Initiatives & Campaign]

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 to 10:15 a.m.	<b>“Getting to Know You” Making the most of the Madison Experience</b> <ul style="list-style-type: none"> <li>● Introductions</li> <li>● Ice Breaker</li> </ul> Group Assignments for the week	Class Faculty
10:15 to 11:15 a.m.	Building the Master Campaign Plan	Ashley Nail Loriana De Crescenzo
11:15 a.m. to 12:15 p.m.	The Next Generation of Philanthropic Giving & Campaigns	Dr. Angelique Grant
12:15 to 1:15 p.m.	LUNCH	
1:15 to 2:00 p.m.	Overview of Emerging Trends in Campaigns	Class Faculty
2:00 to 2:45 p.m.	Developing the Case for Support	Dr. Angelique Grant Jennifer Atkinson
2:45 to 3:30 p.m.	Investigating the Possibility of Campaign <i>(Internal Readiness + Feasibility Studies)</i>	Dr. Angelique Grant
3:30 to 3:45 p.m.	Break	
3:45 to 4:15 p.m.	Rapid Fire & Parking Lot	Class Faculty
4:15 to 5:00 p.m.	GROUP WORK	
5:00 to 6:00 p.m.	Welcome Reception	

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

**Madison Institute 2026—[Initiatives & Campaign]**

<b>Tuesday, July 14</b>	<b>Topic</b>	<b>Faculty</b>
8:00 – 9:00 AM	Breakfast Available	
9:00 to 10:00 a.m.	Navigating Difficult Conversations	Dr. Angelique Grant
10:00 to 10:45 a.m.	AI Opportunities within the Campaign	Class Faculty
10:45 to 11:00 a.m.	Break	
11:00 a.m. to 12:00 p.m.	Grateful Patient Work & Engaging Clinical Partners	Ashley Nall
12:00 to 1:00 p.m.	LUNCH	
1:00 to 2:30 p.m.	Making the Call & Securing the Visit & Making the Ask	Ashley Nall Jennifer Atkinson
2:30 to 2:45 p.m.	Break	
2:45 to 3:45 p.m.	Building & Managing Your Portfolio w/ Individual Plans	Ashley Nall Loriana De Crescenzo
3:45 to 4:15 p.m.	Parking Lot & Rapid Fire	Class Faculty
4:15 to 5:00 p.m.	GROUP WORK	
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

## Madison Institute 2026—[Initiatives & Campaign]

<b>Wednesday, July 15</b>	<b>Topic</b>	<b>Faculty</b>
8:00 – 9:00 AM	Breakfast & Optional Roundtables	
9:15 to 10:15 a.m.	Volunteer Management, Motivation & Training	Dr. Angelique Grant Jennier Atkinson
10:15 to 11:15 a.m.	Recognition & Stewardship in a Campaign	Jennifer Atkinson
11:15 a.m. to 12:15 p.m.	Annual Giving in a Campaign	Loriana De Crescenzo
12:15 to 1:00 p.m.	LUNCH	
1:00 to 1:45 p.m.	Employee Giving in a Campaign	Crystal Hinson Miller (need to confirm with Crystal)
1:45 to 2:30 p.m.	Rapid Fire & Group Work	Class Faculty
2:30 PM	Free afternoon begins Open for Group Work – as needed	

**Madison Institute 2026—[Initiatives & Campaign]**

<b>Thursday, July 16</b>	<b>Topic</b>	<b>Faculty</b>
8:00 – 9:00 AM	Breakfast – Pyle Center	
9:15 to 10:15 a.m.	Planned Giving in a Campaign	Nelson Wittenmyer (Ashley will confirm with Nelson)
10:15 to 11:15 a.m.	Marketing a Campaign	Mike Beall (Ashley will confirm with Mike)
11:15 to 11:30 a.m.	BREAK	
11:30 a.m. to 12:00 p.m.	Parking Lot	Class Faculty
12:00 to 1:00 p.m.	LUNCH	
1:15 to 2:00 p.m.	Group Work	
2:00 to 2:30 p.m.	Rapid Fire & Parking Lot	Class Faculty
2:30 to 2:45 p.m.	BREAK	
2:45 to 4:15 p.m.	Group Presentations & Certificates	Each Group: 15 minutes to present & 5 minutes for Q&A with class
4:15 to 5:00 p.m.	Final Rapid Fire & Class Wrap-up	
5:00 to 6:30 pm	Closing Celebration Social Hour	
Evening	Dinner on your own	