

**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, CFRE  
Loriana DeCrescenzo, FAHP, CFRE

**Class Guest Speakers:**

Mike Beall  
Nelson Wittenmyer

## Madison Institute 2026—Major Gift Initiatives & Campaigns

| 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”<br/>Making the most of the Madison Experience</b> <ul style="list-style-type: none"> <li>● Introductions</li> <li>● Ice Breaker</li> <li>● Group Assignments for the week</li> </ul> | Class Faculty                            |
| 10:15 to 11:15 a.m.      | Building the Master Campaign Plan   | Ashley Nail<br>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<br>Jennifer Atkinson |
| 2:45 to 3:30 p.m.        | Investigating the Possibility of Campaign<br><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—Major Gift Initiatives & Campaigns

| <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<br>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<br>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—Major Gift Initiatives & Campaigns

| <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<br>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                            | TBD                                     |
| 1:45 to 2:30 p.m.         | Rapid Fire & Group Work                                  | Class Faculty                           |
|                           |  |   |
| 2:30 PM                   | Free afternoon begins<br>Open for Group Work – as needed |   |

**Madison Institute 2026—Major Gift Initiatives & Campaigns**

| <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  |
| 10:15 to 11:15 a.m.      | Marketing a Campaign               | Mike Beall   |
| 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                 |  |