

**Association for Healthcare Philanthropy
Madison Institute**

Fundamentals of Resource Development

2026

Core Faculty:

Jolene Francis, FAHP, CFRE, *Dean*
Michelle Campbell, MPNL, FAHP, ICD.D, MFA-P, *Associate Dean*
Sharon Harrington, JD, CFRE

Class Guest Speakers:

Michael J. Beall
Ashley Nall, CFRE
John Drake, FAHP, CFRE

Madison Institute 2026—Fundamentals of Resource Development

Monday, July 13	Topic/Activity	Faculty
7:00 – 8:00 AM	Breakfast Available	
8:00 – 9:00 AM	General Session & Keynote Speaker	
9:00 – 10:00 AM	Welcome & Introductions	Faculty
10:00 – 11:45 AM	Foundational Basics <i>Foundation Structure & Function</i> <i>Strategic & Annual Planning</i>	Campbell
12:00 – 1:00 PM	Lunch	
1:00- 2:15 PM	Coloring Inside the Lines <i>Regulatory Compliance & Tax Law</i>	Francis
2:15 – 2:30 PM	Refreshment Break	
2:30 – 4:00 PM	Excellence, Ethics & Experts <i>Ethics in Fundraising</i> <i>The Benefit of Certifications</i>	Drake
4:00 – 5:00 PM	Parking Lot Review Introduction to Class Project	Faculty
5:00 – 6:00 PM	Welcome Reception	
Evening	Dinner on your own	

Madison Institute 2026—Fundamentals of Resource Development

Tuesday, July 14	Topic	Faculty
8:00 – 9:00 AM	Breakfast Available	
9:00 – 10:00 AM	Psychology of Giving <i>The Seven Faces of Philanthropy</i>	Harrington
10:00 – 11:30 AM	Planning with Purpose <i>Event Fundraising</i>	Campbell
11:45 – 12: 45 PM	Lunch	
1:00 – 2:30 PM	Moves Management – The Path to Success <i>Research, Development & Cultivation</i>	Harrington
2:30 – 2:45 PM	Refreshment Break	
2:45 – 4:00 PM	Building Your Case <i>An Effective Case for Support</i>	Francis
4:00 – 5:00 PM	Parking Lot Review Class Project Desktop	Faculty
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

Madison Institute 2026—Fundamentals of Resource Development

Wednesday, July 15	Topic	Faculty
8:00 – 9:00 AM	Breakfast & Optional Roundtables	
9:00 – 10:30 AM	The Art of the Ask (Part 1) <i>Major Gift Solicitations</i>	Harrington
10:30 – 11:45 AM	The Art of the Ask (Part 2) <i>Foundations and Corporate Giving</i>	Campbell
11:45 – 12:30 PM	Lunch	
12:30 – 1:30 PM	Effective Communications Strategies	Beall
1:30 – 2:30 PM	Planned Giving <i>The Case for a Robust Program</i>	Harrington
2:30 PM	Free Afternoon Begins	

Madison Institute 2026—Fundamentals of Resource Development

Thursday, July 16	Topic	Faculty
8:00 – 9:00 AM	Breakfast – Pyle Center	
9:00 – 10:30 AM	Campaigns <i>Focused on Success</i>	Nall
10:30 – 12:00 PM	What's Next? <i>Building Your Future in Philanthropy</i>	Faculty
12:00 – 1:00 PM	Lunch	
1:00 – 2:15	Stewardship & Recognition <i>The Key to Donor Retention</i>	Francis
2:15 – 2:45	Break <i>Final Prep for Class Presentations</i>	
2:45 – 4:00 PM	Your Time to Shine! <i>Class Project Presentations</i>	All
4:00 – 5:00 PM	Wrap Up <i>Parking Lot Review</i> <i>Presentation of Certificates</i>	All
5:00 – 6:00 PM	Closing Celebration Social Hour	
Evening	Dinner on your own	