

**Association for Healthcare Philanthropy  
Madison Institute**

**Grateful Patient Philanthropy**

2026

**Core Faculty:**

Michelle L. Glennon, Esq., Dean  
Daniel L. Pennington  
Jan Weinberg Wood, CFRE

**Class Guest Speakers:**

Alice Ayres, MBA  
Michael J. Beall  
Shannon Duval, FAHP, CFRE  
Dr. Justin McArthur  
Arthur J. Ochoa, J.D.

**Madison Institute 2026—Grateful Patient Philanthropy Track**

<b>Monday, July 13</b>	<b>Topic/Activity</b>	<b>Faculty</b>
7:00 – 8:00 AM	Breakfast Available	
8:00 – 9:00 AM	General Session & Keynote Speaker	
9:00 AM	First class begins	
9:05 – 9:30 AM	Welcome, Objectives and Model Building	Michelle
9:30 – 10:30 AM	The Grateful Patient Perspective and Foundational Elements of at Grateful Patient Philanthropy Program	Dan, Jan, Michelle
10:30 – 11:15 AM	Grateful Patient Philanthropy What, Why and How	Dan, Jan, Michelle
11:15 – 11:30 AM	Break	
11:30 AM – 12:15 PM	Legality and Ethics of Grateful Patient Philanthropy	Michelle
12:15 – 1:15 PM	Lunch	
1:15 – 2:00 PM	Successful Partnership with Healthcare Leadership and Key Stakeholders	Dan
2:00 – 3:15 PM	Effective Clinician Engagement	Michelle and Dr. Justin McArthur
3:15 – 3:30 PM	Break	
3:30 – 4:30 PM	Leadership and Healthcare Provider Engagement in Action	Dan, Jan, Michelle
4:30 – 4:45 PM	Personal Application	
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—Grateful Patient Philanthropy Track**

<b>Tuesday, July 14</b>	<b>Topic</b>	<b>Faculty</b>
8:00 – 9:00 AM	Breakfast Available	
9:00 – 9:30 AM	Morning Check-In and Program Intentions	Michelle
9:30 – 10:15 AM	Data and Analytics to Propel and Evolve Grateful Patient Philanthropy	Dan and Jan
10:15 – 11:00 AM	Metrics and KPIs to Drive Grateful Patient Fundraiser Performance	Dan and Jan
11:00-11:15 AM	Break	
11:15 AM – 12:15 PM	Communications –Inspiration through Storytelling	Guest Faculty: Michael J. Beall
12:15 – 1:15 PM	Lunch	
1:15 – 2:00 PM	Grateful Patient Engagement – Personalized Cultivation	Jan
2:00 – 2:45 PM	Grateful Patient Engagement – Solicitation and Proposals	Michelle
2:45 – 3:00 PM	Break	
3:00 – 3:45 PM	Grateful Patient Engagement – Stewardship	Dan
3:45 – 4:30 PM	Deeper Dive – Your cultivation, solicitation or stewardship strategy discussion	Dan, Jan, Michelle
4:30 – 4:45 PM	Personal Application	
5:00 – 6:00 pm	Networking Social	
Evening	Dinner on your own	

**Madison Institute 2026—Grateful Patient Philanthropy Track**

<b>Wednesday, July 15</b>	<b>Topic</b>	<b>Faculty</b>
8:00 – 9:00 AM	Breakfast & Optional Roundtables	
9:00 – 9:05 AM	Morning Check-In and Program Intention	Michelle
9:05 – 10:00 AM	Navigating Grateful Patient Philanthropy Culture and Circumstances	Guest Faculty Panel: Alice Ayres, MBA Shannon Duval, FAHP, CFRE Arthur J. Ochoa, J.D.
10:00 – 10:45 AM	Parking Lot Discussion	Dan, Jan and Michelle
10:45 – 10:55 AM	Break	
10:55 – 11:25 AM	Ask the Faculty Roundtable	Dan, Jan, Michelle
11:25 – 11:45 AM	Your Action Plan - Priorities, Opportunities and Challenges	Dan, Jan, Michelle
11:45 - noon	Evaluations and Feedback	
Noon – 12:15 PM	Closing Celebration	
Optional	Lunch	