

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	