

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.	“Getting to Know You” Making the most of the Madison Experience • Introductions • Ice Breaker • Group Assignments for the week	Class Faculty
10:15 to 11:15 a.m.	Building the Master Campaign Plan	Ashley Nall 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.*

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Tuesday, July 14	Topic	Faculty
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	

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Wednesday, July 15	Topic	Faculty
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	TBD
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—Major Gift Initiatives & Campaigns

Thursday, July 16	Topic	Faculty
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	