

Association for Healthcare Philanthropy

Madison Institute

Marketing and Communication

2026

Core Faculty:

Michael Beall, *Dean*
Beth Hatcher

Class Guest Speakers:

Lau Li Phing Audrey
Chandra Harris-McCray
TBD: Physician, Major Donor

Madison Institute 2026 - Marketing and Communication

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, Goals	Faculty
10:00 – 11:45 AM	The Product of Philanthropy Part I <i>Trust, Brand Ecosystem, Target, Sliders</i>	Beall
12:00 – 1:00 PM	Lunch	
1:00- 2:15 PM	The Product of Philanthropy Part II <i>WE, Lead Voice, Missed Messaging, Message Guide Introduction</i>	Beall
2:15 – 2:30 PM	Refreshment Break	
2:30 – 4:00 PM	Messaging — Annual Donors & “the Masses” <i>Donor personas, giving preferences, how to engage, core channels, demonstrating impact</i>	Hatcher
4:00 – 5:00 PM	Parking Lot Review Introduction to Class Project: <i>Message Guide & Presentations</i>	Faculty
5:00 – 6:00 PM	Welcome Reception	
Evening	Dinner on your own	

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Tuesday, July 14	Topic	Faculty
8:00 – 9:00 AM	Breakfast Available	
9:00 – 10:30 AM	Balancing Strategic Priorities <i>Presentation and discussion</i>	Lead Presenter: McCray Facilitation: Faculty
10:30 – 11:30 AM	Strategies Part 1: Internal, Major Donors, Community, Leadership <i>Presentation and workshop</i>	Beall, Hatcher
11:45 – 12:45 PM	Lunch	
1:00 – 2:00 PM	Strategies Part II: Annual Donors and Setting KPIs <i>Presentation and workshop</i> <i>How to measure success and demonstrate value</i>	Hatcher
2:00 – 2:15 PM	Refreshment Break	
2:15 – 2:45 PM	Parking Lot Review Class Project Desktop	Faculty
2:45 – 4:00 PM	Leveraging AI in Philanthropic Programs	Josh LaBorde
4:00 – 5:00 PM	Storytelling <i>And AI</i>	Beall, Hatcher
5:00 – 6:00 pm	Networking Social	

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Wednesday, July 15	Topic	Faculty
8:00 – 9:00 AM	Breakfast & Optional Roundtables	
9:00 – 10:15 AM	Campaign Comms Part I <i>Branding, Tools, Timelines, Partnerships</i>	Beall
10:15 – 11:45 AM	Campaign Comms Part II <i>Public Phase: Annual & Public Channels, digital, message cohesion, donor journey</i>	Hatcher
11:45 – 12:30 PM	Lunch	
12:30 – 1:30 PM	Content Strategy, Calendar, Processes <i>Executing strategy, building a Comms Calendar</i>	Hatcher
1:30 – 2:30 PM	Working with Marketing <i>How to leverage unique opportunities present in campaign</i>	Beall
2:30 PM	Free Afternoon Begins	

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Thursday, July 16	Topic	Faculty
8:00 – 9:00 AM	Breakfast – Pyle Center	
9:00 – 10:00 AM	Global perspectives <i>Storytelling, Strategy & Trends</i>	Lau Li Phing Audrey
10:00 – 11:30 AM	What's Next? <i>Generational Giving Trends, Engaging with Millennials & Gen X</i>	Hatcher
11:30 – 12:15 PM	Lunch	
12:15 – 2:15 PM	Bringing it all together <i>Responding to the unique challenges of the class, meet your target audiences (physicians and major donor virtual)</i>	Beall, Hatcher TBD: physician and donor
2:15 – 2:45 PM	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 Presentation of Certificates</i>	All
5:00 – 6:00 PM	Closing Celebration Social Hour	
Evening	Dinner on your own	