2027 AHP Convene Canada Conference
May 26-28, 2027 | Montreal, QC
Request for Education Proposals
Submission Guide

Welcome to the Submission Guide

Thank you for your interest in presenting at the Association for Healthcare Philanthropy (AHP) Convene Canada conference. This Submission Guide provides the information you need to know to submit a proposed session for the conference.

Whether you are a seasoned presenter or are new to the AHP stage, we appreciate your willingness to contribute an educational session and look forward to reviewing your proposal.

About the Conference

The Association for Healthcare Philanthropy (AHP)'s annual Convene Canada conference is designed by and for the Canadian healthcare philanthropy community. Featuring inspiring keynote speakers, in-depth educational breakout sessions and plenty of networking opportunities, Convene Canada is the place for education specific to your needs as a healthcare fundraiser. The 2027 conference will take place at Le Centre Sheraton Montreal Hotel.

Instructional Design

To help make 2027 the best Convene Canada conference yet, AHP is seeking educational proposals that reflect sound adult learning principles and exemplify the best thinking in the field, informed by theory, research and practice. Each proposal should provide actionable insights that empower philanthropy professionals and inspire meaningful progress.

To deliver effective learning experiences, AHP welcomes proposals that:

- Reflect innovative and forward-thinking content and evidence-based practice
- Address specific career stages: early, mid, or advanced
- Encourage discussion and active audience participation
- Tackle essential, timely topics relevant to today's healthcare foundations
- Explore issues important to diverse foundation types and sizes
- Challenge attendees to think of new solutions in healthcare philanthropy
- Feature engaging, creative learning formats to meet different learning styles
- Share practical examples and actionable takeaways (e.g. tools)

Topic Areas

As you reflect on your proposal, please consider the following topics, which are of interest to the conference participants. While proposals may address more than one area, you must select one as the best fit. Example topics noted are intended to help you develop your session, but we welcome and encourage additional ideas as well.

- **Major, Transformational and Legacy Giving**. Sessions in this category include everything to do with ways an organization can secure large gifts.
- **Working with Partners**. Sessions in this category might be about working with physicians, administrative leaders, hospital staff, provincial/community leadership, or other community nonprofits.
- **Community Giving**. Sessions in this category might be about annual giving, digital fundraising, or special events.
- **Mid-Level Giving**. Sessions in this category might be about tactics for mid-level donors, which programs they fit in, or how to move donors up the ladder – annual to mid-level, mid-level to major.
- **Building Strong Teams**. Sessions in this category might be about keeping staff engaged and motivated, board and volunteer relations, or remote work.
- **Marketing & Communications**. Sessions in this category might be about storytelling, integrated marketing, or public relations.
- **Information and its Impact**. Sessions in this category might be about data, research, or artificial intelligence.
- **Support Services for Advancement**. Sessions in this category might be about stewardship, donor relations, prospect research, finance, or operations.
- **Equity, Diversity and Inclusion**. Sessions in this category might be about building an inclusive culture and team, attracting diverse talent, or working with diverse communities and donors. Sessions could also explore the future of EDI given the current landscape.
- **Other**

In addition to the broad topics listed above, AHP is particularly interested in reviewing session proposals that address any of the following specific areas:

- **AI and digital transformation**.
- **Building a culture of philanthropy**, including at the board level.
- **Capital campaigns**: Traditional vs. non-traditional campaigns; new or unique ways of approaching campaigns.

- Case studies of successful projects in **small or rural foundations**, or sessions otherwise designed for organizations with 1-5 staff members.
- **Generational giving:** How different generations approach philanthropy, and strategies for engaging multiple generations (Gen Z through Baby Boomers)
- **Grateful engagement**.
- **Multi-generational philanthropy:** How to maintain a family connection throughout generations; grandparents and legacy giving.
- **The changing landscape of philanthropy:** How changing donor philosophies, methods of giving, and the socioeconomic climate are informing philanthropy professionals' work.
- **The leadership journey:** How to move from front-line fundraiser to executive leader.

Learning Formats

Adult learners usually prefer to engage in self-directed learning, and that philosophy drives AHP's approach to conference programming. Learning formats support a range of instructional methods that give attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning styles and objectives.

For Convene Canada 2027, AHP seeks proposals in the following learning formats:

Education Session – Case Study Presentation (45 minutes + 15 minute Q&A)

A formal presentation usually given by 1-3 content leaders, highlighting one or more case studies.

Education Session – Panel (60 minutes)

A discussion with 1 moderator and up to 4 panelists presenting perspectives around a specific topic.

Education Session – Seminar (45 minutes + 15 minute Q&A)

A formal presentation usually given by 1-3 content leaders, presenting new information, such as a research report, on a specific topic.

Roundtable Discussion (45-60 minutes)

Convene Canada's roundtable discussions are always one of the most popular parts of the conference. Propose a roundtable topic for the committee's consideration that you would be interested in helping to lead. If your topic is selected, AHP will help recruit additional facilitators (or you are welcome to suggest co-facilitators). Our goal is for each roundtable to have at least 2-3 co-facilitators.

Professional Pathway

AHP's Professional Pathway educational framework organizes content into three knowledge levels. For learning programs, these levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives.

▪ **Fundamental (0-3 years):** Courses provide broad information, awareness and understanding of a topic with limited or no prior knowledge or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for employees or managers with limited experience of the subject area seeking to learn fundamentals, mid-career managers and directors looking to fill in gaps to solidify their skill set and individuals new to the field before or after a career change.

▪ **Specialist (3-8 years):** Courses focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require some prerequisite knowledge. This level is appropriate for individuals with some knowledge and experience in the subject area, individuals who are mid-level managers and directors in their fields with an established degree of competence and for those seeking to build on, apply or enhance existing knowledge.

▪ **Executive (8+ years):** Courses focus on high-level creativity, innovation and peer-to-peer knowledge sharing around of highly technical or detailed topics, preparing learners to shape organizational strategy and aid in the growth or progress of industry best practices. The course material and activities focus on problem identification, analysis and solutions while emphasizing risk-taking, autonomy and opportunities for exploration. Objectives may be to enhance the learner's ability to lead change, manage high-performing teams, and develop leadership throughout their organizations. This level is appropriate for senior staff, executives and officers with significant knowledge and experience who could be deemed an expert in the field.

Proposal Process and Selection Criteria

AHP strives to be inclusive and diverse when reviewing session proposals. The review process combines volunteer and staff input to give members of the healthcare philanthropy community a significant voice in co-creating the conference programming. Together, members and staff ensure that program content is timely, relevant, and targeted to attendee needs.

1. **Conference Committee** The 2027 Convene Canada Conference Committee will assist in the final program design. To ensure that program content is timely, relevant, and optimally targeted to participants' needs, the advisory committee will select from the submissions received through the Request for Proposals and identify gaps, if any, which are addressed though additional content development strategies. The overall program will result in a diverse array of presenters and topics. We receive many high-quality proposal submissions each year, so please understand that it is a difficult and highly selective process.

2. **AHP Staff** With years of experience in association management and a long history of programming exceptional conferences, selected AHP staff members weigh in with feedback and strike a balance between new and veteran presenters. Staff also help ensure the content lineup is strategically aligned, working to systematically identify and fill gaps where appropriate.

Selection Criteria

All proposals are evaluated on the following five criteria:
▪ **Ability to Inspire Action (20%)**: The proposed session should motivate participants to take action in some way. It should teach either tactical or strategic lessons that participants can implement in their organization.
▪ **Originality (20%)**: The proposed session should teach a new concept or take a new angle on a classic topic. Ideally, some element of the session will be new to most participants.
▪ **Program Design (20%)**: The learning objectives and instructional flow should clearly demonstrate how participants will benefit from this session.
▪ **Relevance to Healthcare Philanthropy (20%)**: The proposed session should be specifically designed for healthcare philanthropy professionals, as opposed to a more general submission about philanthropy. AHP members in particular should find it valuable.
▪ **Overall Quality (20%)**: The different elements of the proposal, combined, should demonstrate consistent design and thoughtfulness that create a session that conference participants will find valuable.

Guidelines for Potential Presenters

▪ **All proposals must be submitted using the online form, no exceptions.** You can submit up to two (2) proposals as the primary contact, so be thoughtful about what you submit.

▪ **AHP encourages you to be cautious about how many proposals you are included in as a presenter or panelist.** While AHP does not limit presenters to a maximum number of speaking engagements, AHP will give preference (all other factors being equal) to maximizing the number of content leaders to ensure diversity of thought.

▪ **The lead presenter listed on the proposal is the primary contact.** AHP will communicate with the lead presenter for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists. The lead presenter designation is purely for communication purposes and does not factor into the session review or selection.

▪ **All proposed content leaders must be listed, with accurate contact information.** Intentionality is critical in providing a quality learning experience, including the expertise of instructors. Proposed content leaders will be reviewed by the Convene Canada Conference Committee prior to acceptance. Please ensure all proposed co-presenters are aware that they are included on the proposal and are willing to participate in the session.

▪ **Use clear, error free language.** The quality of the written proposal is reflective of the quality of the potential session. Approach this as you would a proposal to a grant funder or major donor. AHP looks for clear and concise titles, persuasive outcomes-focused descriptions, and clear learning objectives. Tell us why an attendee should come to your session and what they'll learn from it. AHP retains the right to modify titles and descriptions for marketing purposes.

▪ **Don't underestimate the importance of instructional flow/design.** Adult learning theory suggests the best learning environments are collaborative, with a problem-based approach.

▪ **Avoid all commercial bias.** Affiliate members of AHP, who represent for-profit organizations such as consultants and vendors, are welcome to submit session proposals. However, sessions perceived by participants as commercially biased in content (including use of proprietary tools/models) are unacceptable. Any submission that is not educational in nature, neutral and unbiased, replicable by participants without the author's assistance, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future presenting opportunities.

▪ **First here, first heard.** We seek to create an exclusive and premiere event for the healthcare philanthropy community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for Convene Canada that has not been presented at other AHP or non-AHP philanthropy-related events.

▪ **All accepted content leaders must observe intellectual property rights.** Presenters must ensure that information or images contained in presentation materials shall be factual and not be misleading and will not violate the intellectual property or copyrights of any third party.

▪ **All accepted presenters *must* register**. Each presenter will register for the conference by the required deadline. Presenters are responsible for all individual travel costs. In the interest of

increasing access and equity, accepted presenters with financial need will have an opportunity to apply for limited financial support. All accepted presenters will be able to register for the conference at a discounted rate. Presenters who are not taking part in any other part of the conference beyond their presentation must register but are not charged a fee. In the event of exceptions (such as Exhibitor personnel or award winners) registration may be handled differently.

Timeline

Thank you for your interest, expertise, and time in submitting an education proposal for consideration. So that you can plan accordingly, please note the overall presenter timeline below:

- Request for Proposals Opens: September 16, 2026 (**Access the proposal form here**)
- Request for Proposals Deadline: November 6, 2026 at 11:59 PM EST.
- Conference Invitations: January 2027
- Presenter Agreements Signed/Executed: By January 31, 2027
- Session Materials Due: April 29, 2027
- Save the Conference Dates: May 26-28, 2027

Questions?

Email education@ahp.org with any questions about the submission process or the 2027 conference.

AHP Convene Canada 2027

Request for Education Proposals

Sample Submission Form

To prepare for completing the required online form, use this sample to gather proposal details and complete content leader information for each presenter/co-presenter in advance.

1. Lead Presenter Information. AHP will communicate with the lead presenter for all notifications related to the proposed session.
   Note: If you are submitting on behalf of the lead presenter, please use their information when creating the account in the Cvent submission platform.
   a. Name
   b. Credential (FAHP, CFRE, PhD, etc.)
   c. Job Title
   d. Organization Name
   e. Organization Size (number of FTEs)
   f. Email Address
   g. Phone
   h. Biography: Please provide a short biography (limit 2500 characters) in paragraph format that describes each presenter's philanthropy experience and expertise as it relates to the subject of this proposal.

2. Co-presenter(s), if applicable
   a. Name
   b. Job Title
   c. Organization Name
   d. Organization Size (number of FTEs)
   e. Email Address
   f. Phone
   g. Biography: Please provide a short biography (limit 2500 characters) in paragraph format that describes each presenter's philanthropy experience and expertise as it relates to the subject of this proposal.

3. Is this your first time presenting at an AHP event? (Note: AHP and the conference committee seek to create a diverse mix of new and returning presenters. Submissions from first-time presenters are encouraged.)

Invitation to Self-Identify

In principle and in practice, AHP values and seeks diversity and inclusive practices within the healthcare philanthropy industry. AHP aims to maximize the power of learning programs by promoting involvement, innovation, and expanded access to leadership opportunities among program speakers, faculty and content leaders that maximize engagement across the entire spectrum of participants in the healthcare philanthropy profession.

The following demographic questions are designed for the lead presenter to self-identify. To opt out of any question, select "Prefer not to say".

AGE

- Under 25
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75+
- Prefer not to say (opt out)

GENDER

- Female
- Male
- Transgender male
- Transgender female
- Non-Binary
- Genderqueer
- Self-identification: _____
- Prefer not to say (opt out)

RACE/ETHNICITY (SELECT ALL THAT APPLY)

- Arab
- Black
- Chinese
- Filipino
- Indigenous (e.g. First Nations, Inuit, Métis)
- Japanese
- Korean
- Latin American
- South Asian (e.g. East Indian, Pakistani, Sri Lankan)
- Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai)
- West Asian (e.g., Iranian, Afghan)

- White/Caucasian
- Self-identification: _____
- Prefer not to say (opt out)

SPECIAL ACCOMMODATIONS
AHP welcomes presenters of all ability levels. To discuss accessibility and accommodation needed to participate fully in this event, please self-identify below:

- I do not need special accommodation.
- I am requesting special accommodation. Please provide details regarding your needs: _____

STEP 2. PROPOSAL INFORMATION

Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Correct spelling and grammar help readability and comprehension.

Session Title

Please submit, in 10 words or less, your session title. IMPORTANT: Do not include presenter, company or product names anywhere in the session title.

Session Description

Please describe the overall focus and goal of the session, including key points and supporting topics.

In this section, list three learning outcomes that clearly define how your session will support attendees' knowledge and skills for use in their roles. Put emphasis on participants acquiring skills, rather than simply receiving knowledge and information. For example, “Participants will be able to improve their legacy giving programs by using blended gifts effectively.”

a. Outcome 1:
b. Outcome 2:
c. Outcome 3:

Instructional Flow

How will you use your time? What methods will you use to engage your audience of adult learners? Creative approaches to instruction that go beyond a basic approach are strongly encouraged. Please be specific.

Primary Topic Area

What is the primary topic area that best describes the focus of your proposed session? (Select only one)

- Major, Transformational and Legacy Giving
- Working with Partners
- Community Giving
- Mid-Level Giving
- Building Strong Teams
- Marketing & Communications
- Information and its Impact
- Support Services for Advancement
- Equity, Diversity, and Inclusion
- Other (please specify)

Learning Formats and Levels

Which learning format is your proposed session?

a. Case Study Presentation
b. Panel Discussion
c. Seminar
d. Roundtable Discussion

Which Professional Pathway knowledge level is your session geared toward?

a. Fundamental (entry-level, 0-3 years)
b. Specialist (applied, 3-8 years)
c. Executive (strategic, 8+ years)

File Upload (Optional)

Please upload any supplementary materials you would like to share with the proposal reviewers.

Submitting Your Proposal

When you are ready to submit your session proposal, you may do so through this form. Please remember all submissions must be received by November 6, 2026.

Questions?

Email education@ahp.org with any questions about the submission process or the 2027 conference.