2027 AHP Annual International Conference
October 19-21, 2027 | Austin, TX
Request for Education Proposals
Submission Guide

RFP Open from November 23, 2026 – January 21, 2027

Welcome to the Submission Guide

Thank you for your interest in presenting at the Association for Healthcare Philanthropy (AHP) Annual International Conference. This Submission Guide provides the information you need to know to propose a session for the conference program.

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 AHP International Conference is the world's largest gathering of healthcare philanthropy professionals. The 60th annual International Conference, taking place in Austin, Texas, will bring current and future AHP members together to learn from each other, build their networks, advance their organizations, and better serve the communities they support.

What makes a strong AHP International Conference session?
Our attendees want to understand not only *what* worked, but *how* you did it. Strong proposals will provide practical strategies, candid lessons, real-world examples, and ideas attendees can adapt to their own organizations. Preference will be given to sessions that move beyond high-level concepts or success stories and help participants apply what they learn.

To help make 2027 the best International 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. To deliver effective learning experiences, we welcome proposals that:

- Offer practical, immediately applicable strategies;
- Use healthcare philanthropy case studies and real-world examples;
- Address challenges and lessons learned, not just success stories;
- Provide tools, frameworks or resources attendees can take home;

- Account for differences among small/community organizations, academic medical centers and large health systems;
- Address advanced as well as foundational practice;
- Demonstrate approaches that can transfer across organizations without requiring a particular vendor or technology platform.

Success Tip: Each year, conference participants report that the most valuable sessions were those with clear, actionable takeaways. Make sure your proposal clearly explains what your audience will be able to do differently or do better after attending your session.

Topic Areas

As you reflect on your proposal, please consider the following topics, which are focus areas for this year's conference program.

1. Major, Principal & Transformational Giving
2. Annual, Mid-Level & Digital Giving
3. Donor Experience, Stewardship & Events
4. Operations, Data & Technology
5. Institutional Giving & Strategic Partnerships
6. Leadership, Talent & Organizational Performance
7. Planned, Legacy & Asset-Based Giving

Within these focus areas, we are particularly interested in proposals that address topics in the lists below. These examples are illustrative, not exhaustive, and proposals addressing other timely or innovative topics within this education path are encouraged.

<u>Major, Principal & Transformational Giving</u>

- Portfolio strategy, qualification & optimization
- Donor discovery, cultivation & solicitation
- Grateful patient & family philanthropy
- Clinician engagement & partnerships
- Major, principal & transformational gifts
- Campaign strategy & execution
- Developing philanthropic priorities & cases for support
- Major gift metrics & performance
- Blended and asset-based giving for frontline fundraisers
- Advanced major-gift strategy & complex donor situations

<u>Annual, Mid-Level & Digital Giving</u>

- Donor acquisition & retention
- Annual giving strategy
- Employee giving
- Recurring & sustainer programs
- Mid-level giving
- Digital fundraising & engagement
- Segmentation, personalization & testing
- Grateful patient annual giving
- Annual-to-major pipeline development
- Measuring program performance

Donor Experience, Stewardship & Events

- Donor experience & journey design
- Stewardship strategy and donor gratitude
- Impact reporting & storytelling
- Donor recognition & naming
- Major/principal gift stewardship
- Donor communications & engagement
- Events as cultivation and stewardship
- Signature events & event portfolio strategy
- Community, volunteer & board engagement
- Measuring donor engagement & experience

Operations, Data & Technology

- Advancement services & gift administration
- Prospect research & development
- Data governance, CRM & data quality
- Analytics, reporting & performance measurement
- Fund management, finance & donor restrictions
- Technology strategy & systems integration
- AI, automation & emerging technology
- Process improvement & operational efficiency
- Grateful patient data, privacy & compliance
- Scaling operations across organizations and health systems

Institutional Giving & Strategic Partnerships

- Grant strategy, prospecting & proposal development
- Foundation relations
- Corporate philanthropy & partnerships
- Sponsorship strategy
- Government & external funding
- Building sustainable institutional-giving programs
- Institutional donor cultivation & stewardship
- Grant reporting, outcomes & compliance

- Developing fundable healthcare priorities
- Strategic community partnerships

Leadership, Talent & Organizational Performance

- Executive leadership & enterprise philanthropy strategy
- Emerging and first-time leaders
- Coaching, managing & developing fundraising teams
- Talent recruitment, retention & succession
- Organizational design & change management
- Systemization and regionalization
- Culture, collaboration & employee engagement
- Board, executive & clinician partnerships
- Strategic planning & priority setting
- Benchmarking, performance & making the case for investment
- Healthcare trends and their implications for philanthropy

Planned, Legacy & Asset-Based Giving

- Building & growing a gift-planning program
- Legacy & estate giving
- Blended gift strategies
- Real estate, securities & complex assets
- Gift acceptance, due diligence & risk
- Identifying and cultivating gift-planning prospects
- Working with financial, legal & tax advisors
- Marketing & stewarding planned gifts
- Integrating gift planning into major gift conversations
- Advanced complex-gift case studies

Success Tip: Use AI thoughtfully. Generative AI tools can be helpful for researching a topic, organizing your ideas, or proofreading and refining your proposal. However, your proposal should reflect your own expertise, experience, perspective, and voice. The final proposal should sound like you because, if selected, you are the person AHP is inviting to teach the session. AI-generated content can also result in similar language and phrasing across submissions, making it harder for your proposal to stand out.

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 the 2027 International Conference, AHP seeks proposals in the following learning formats:

Breakout Session (60 minutes)

A focused educational session exploring a healthcare-philanthropy challenge, strategy, practice, research finding, or case. Sessions combine substantive content with practical application and participant discussion.

Expert Panel (60 minutes)

A highly structured, moderator-led exploration of a clearly defined issue featuring 3-5 panelists who bring meaningfully different perspectives or experiences.

Express Talk (30 minutes)

A concise, high-energy presentation by one speaker focused on one compelling idea, emerging practice, lesson learned, or new perspective, followed by brief audience discussion.

Facilitated Peer Exchange (60 minutes)

A structured, facilitator-led learning experience built around participants sharing experiences, comparing approaches, and solving a clearly defined challenge together.

Learning Lab (60 minutes)

A hands-on workshop in which participants actively practice, analyze, create, solve, or apply something. At least 30 minutes must involve structured participant activity, such as demonstrations, simulations, or problem-solving activities.

Success Tip: Conference participants want more than just a PowerPoint presentation. Think about interactive elements you can add to your session to help your audience stay engaged.

Professional Pathway

AHP's Professional Pathway educational framework organizes content into knowledge levels. These levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives. Select the level based on the attendee knowledge your session assumes, not the presenter's level of expertise or the perceived sophistication of the topic.

▪ **Foundational:** Designed for participants who are new to the topic or building their knowledge and skills. Sessions should introduce essential concepts, terminology, practices, and tools while providing a practical foundation attendees can use to begin applying the topic in their work.

▪ **Applied:** Designed for participants who understand the fundamentals and are ready to strengthen or expand their practice. Sessions should emphasize practical implementation, real-world examples, proven approaches, and tools attendees can adapt within their own organizations.

▪ **Advanced:** Designed for practitioners who bring considerable experience and strong existing knowledge of the topic. Sessions should move beyond standard practices to explore complex situations, nuanced decision-making, emerging approaches, challenges and trade-offs, lessons learned, and sophisticated application. **Advanced sessions should assume prior knowledge rather than spend significant time reviewing fundamentals.**

▪ **Executive:** Designed for senior leaders responsible for organizational or enterprise-level strategy, performance, and decision-making. Sessions should focus on strategic issues such as organizational direction, investment and resource decisions, leadership, governance, partnerships, change, and long-term performance rather than tactical execution.

About the Review and Session Selection Process

AHP strives to be inclusive and diverse when reviewing session proposals. The review process combines the collective input of peers, volunteer leaders, and professional staff to ensure that members of the healthcare philanthropy community have 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.

AHP receives many high-quality proposal submissions each year, so please understand that it is a difficult and highly selective process. Last year, AHP received 165 total session proposals for the 2026 International Conference. 40 of those were selected for the conference program, a 24.2% success rate.

1. **Peer Review:** All proposals go through an initial review by AHP member Peer Reviewers, based on the selection criteria described in the next section**.** Selected through an open call to all members, peer reviewers rate proposals within their area(s) of expertise. Diverse peer input is very important in terms of shaping the look and feel of AHP events.

2. **Conference Committee Review:** Proposals that meet a pre-determined average score then move forward to the next round of the selection process, with review by the International Conference education committee. To ensure that program content is timely, relevant, and optimally targeting our attendees' needs, the advisory committee will select from the submissions received during the Request for Proposals and identify gaps, if any, which staff will address though additional content development strategies. The overall program will result in a diverse array of presenters and topics.

3. **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

The evaluation criteria for all proposals include six areas, all weighted equally:

- **Evidence and Credibility:** The proposal is grounded in demonstrated experience, research, data, measurable results, or credible real-world examples that support the approaches being presented.
- **Practical Applicability and Transferability**: The session provides actionable strategies, tools, frameworks, or practices participants can apply or adapt within their own organizations, across different settings and resource levels.
- **Audience and Level Alignment:** The content is appropriately designed for the identified audience and knowledge level, with sufficient depth and complexity to meet participants' stated needs and experience.
- **Instructional Design:** The learning objectives, content, activities, and use of time form a coherent learning experience that actively engages participants and supports achievement of the stated outcomes.
- **Originality and Advancement of Practice**: The proposal introduces a new idea, approach, finding, or perspective, or meaningfully advances how healthcare philanthropy professionals understand or address an established challenge.
- **Relevance to Healthcare Philanthropy**: The proposed session is specifically designed for healthcare philanthropy professionals, as opposed to a more general submission about philanthropy.

Guidelines for Potential Presenters

▪ **AHP encourages you to be strategic in the number of proposals you submit or participate in.** AHP prioritizes broad representation across organizations and presenters when building the conference program. As a result, most organizations and individuals should expect that a maximum of one proposal will be accepted, even if multiple proposals are submitted**.** Think quality over quantity. You can submit up to two (2) proposals as a lead presenter.

▪ **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. Review the form at the end of this document to prepare your proposal. Once you have your ideas and all necessary information together, simply visit the link at the end of this document to begin. The system will allow you to save and return to your proposal.

▪ **Submit using the lead presenter's name and email address.** The lead presenter will serve as AHP's primary point of contact for the proposal and, if selected, the session. There is no special designation or additional recognition given to the lead presenter; this simply identifies the individual who will receive communications and coordinate next steps on behalf of the group.

▪ **All proposed presenters must be listed.** Intentionality is critical in providing a quality learning experience, including the expertise of instructors. Proposed presenters will be reviewed by the International Conference Education Committee prior to acceptance.

▪ **Use clear, error free language.** The quality of the written proposal reflects 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 during copy editing for marketing purposes.

▪ **Education must stand on its own.** Sessions selected through this peer-reviewed process may not function as product demonstrations, lead-generation opportunities, or indirect sales presentations. Proposals must explain how participants can apply the learning without purchasing a named product or retaining the presenters. If accepted, those in violation of this policy may forfeit future presenting opportunities.

Success Tip: Strong proposals from affiliate members will be clearly educational, not promotional. Conference participants tell us they are disappointed if they go to an education session that turns out to be a sales pitch. Attendees come to learn, and a perceived sales pitch can undermine their trust and reflect poorly on your brand.

▪ **First here, first heard.** We seek to create a 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 the AHP International Conference that has not been presented at other AHP or non-AHP philanthropy-related events.

▪ **Session dates and times are scheduled at AHP's sole discretion**, based on what works best for the conference program. By submitting a proposal, presenters attest that if selected, they will be available to present at their assigned time. Sessions will be scheduled during the following times:

Tuesday, October 19, 2027	1:00 PM-5:00 PM
Wednesday, October 20, 2027	8:30 AM-4:45 PM
Thursday, October 21, 2027	8:15 AM-12:15 PM

▪ **All accepted presenters must adhere to published deadlines.** You must be committed and responsive to working with AHP to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than three (3) weeks prior to the start of the conference for review/approval and inclusion in the conference mobile app and website.

▪ **All accepted presenters 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. A discounted speaker rate will be available. In the event of exceptions (such as Exhibitor personnel or award winners) registration may be handled differently. Presenters who are not taking part in any other part of the conference beyond their presentation must register but are not charged a fee.

▪ **Please refrain from registering for the AHP International Conference until proposal notifications have been sent.** There is no need to register while your proposal is under consideration. If your proposal is selected, you will be eligible for the discounted speaker registration rate. If your proposal is not selected, AHP will honor the Early Bird registration rate for you after notifications are sent.

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: November 23, 2026 (Access the proposal form here)
- Request for Proposals Deadline: January 21, 2027
- Peer review: February-March 2027
- Committee review: April-May 2027
- Conference invitations extended: May 2027
- Presenter Agreements Signed/Executed: By June 10, 2027
- Complete Presenter Training: By June 10, 2027
- Session Outline Due: July 30, 2027
- Session Materials Due: September 30, 2027
- Save the Conference Dates: October 19-21, 2027

Questions?

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

Sample submission form begins on the next page.

2027 AHP Annual International Conference

Request for Education Proposals

Sample Submission Form

STEP 1. PRESENTER INFORMATION

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's information
    a. Name
    b. Email
    c. Credential(s)
    d. Job Title
    e. Organization Name
    f. Organization Size (number of FTEs)
    g. Biography: Please provide a short biography (limit 2500 characters) in paragraph format that describes the lead presenter's philanthropy experience and expertise as it relates to the subject of this proposal.
    Note: Biographical information will not be included in the peer review, which is anonymous.
    h. Has the lead presenter presented at the AHP Annual International Conference before? Note: AHP and the conference committee seek to create a diverse mix of new and returning presenters. Submissions from first-time presenters are encouraged. If yes, please share the title and year of their most recent presentation.

2. Co-presenter(s), if applicable

3. Point of Contact details (if different from Lead Presenter). If a Point of Contact is listed, AHP will communicate with that person as well as the lead presenter for all notifications related to accepted sessions.
    a. Point of Contact Name
    b. Point of Contact Email Address

4. Please describe all presenters' past teaching, presentation and/or speaking experience, either with AHP or another organization, and any feedback presenters may have received. 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 presenters, 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 you, 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)

- African American/Black
- Arab
- Asian American/Asian (e.g. Chinese, Japanese, Korean, Filipino)
- Hispanic/Latino
- Indigenous (e.g. Native American, First Nations, Inuit, Métis)
- Native Hawaiian/Pacific Islander
- 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 accommodations needed to participate fully in this event, please self-identify below:

- I do not need special accommodations.
- I am requesting special accommodations. 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.

Learning Formats and Levels

1. Which learning format is your proposed session?
    a. Breakout Session (60 minutes)
    b. Express Talk (30 minutes)
    c. Expert Panel (60 minutes)
    d. Facilitated Peer Exchange (60 minutes)
    e. Learning Lab (60 minutes)

2. Which Professional Pathway knowledge level is your session designed for?
    a. Foundational (no prerequisite knowledge; introduces core concepts and terminology)
    b. Applied (requires working familiarity; focuses on implementation and practice)
    c. Advanced (requires substantial prior experience; addresses complex decisions, scaling, risk, or integration)
    d. Executive/Strategic (intended for leaders making enterprise-level decisions)

Session Description & Content

1. Session Title *(Limit 10 words)*

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

2. Session Description *(Limited to 250 words)*
   Please describe the overall focus and goal of the session, including key points and supporting topics. If selected, this description will be used for the conference website and mobile app.

   In this section, list three learning outcomes that clearly define how your session will support attendees' knowledge and skills for use in their jobs. 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".
   Outcome 1:
   Outcome 2:
   Outcome 3:

   If selected, this description will be used for the conference website and mobile app.

3. Problem or Opportunity *(Limited to 100 words)*
   What healthcare philanthropy challenge does this session address?

4. Evidence *(Limited to 100 words)*
   What results, observations, research, or measures support the approach?

5. Transferability *(Limited to 100 words)*
   How will participants be able to implement the lessons from this session without the presenter's assistance or any specific product?

6. Participant Deliverable *(Limited to 100 words)*
   If applicable for your session, what deliverable (template, checklist, worksheet, decision tool, etc.) will participants receive?
7. Constraints or Lessons Learned *(Limited to 100 words)*
   For proposals that include a case study, it can be helpful for participants to hear what challenges you faced. If your proposal includes a case study, please share what did not work, and what you would do differently.

Instructional Flow

How would you describe the instructional flow for this session? What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to instruction that go beyond a basic approach are strongly encouraged. Please be specific.

Track

Which educational track is the best fit for your proposed session? (Select only one)

- Major, Principal & Transformational Giving
- Annual, Mid-Level & Digital Giving
- Donor Experience, Stewardship & Events
- Operations, Data & Technology
- Institutional Giving & Strategic Partnerships
- Leadership, Talent & Organizational Performance
- Planned, Legacy & Asset-Based Giving

Target Audience

The strongest sessions are designed with a specific audience in mind. Help us understand who will benefit most from your session. This information may also be used to help conference attendees identify sessions that are right for them.

1. Organizational Setting

Which organizational settings is this content most applicable to? (*select only those that apply*)

- Independent/community hospital or health center
- Rural or critical access hospital
- Regional or multi-hospital health system
- Academic medical center
- Children's hospital
- Specialty hospital/health organization
- Hospice, palliative care, or long-term care
- Healthcare-related nonprofit/charitable organization
- Applicable across healthcare settings
- Other: _____

2. Philanthropy Team Size

For what size philanthropy operation is this content most applicable?

- Small: (1-9 philanthropy staff)

- Medium: (10-34 philanthropy staff)
- Large shop (35+ staff)
- Any size

3. Application Across Organizations *(Limited to 100 words)*
If your examples come primarily from one organizational setting or size, briefly explain how the lessons can be adapted for organizations with different structures, staffing levels, budgets, or resources.

4. Primary Professional Audience
Which professional roles will benefit most from this session? *(Select up to three.)*

- Chief philanthropy officers / foundation executives
- Major and principal gift officers
- Annual, mid-level, and recurring giving professionals
- Planned giving professionals
- Grateful patient and clinician engagement professionals
- Corporate partnerships, sponsorships, and foundation relations professionals
- Stewardship, donor relations, and donor experience professionals
- Events and community engagement professionals
- Marketing, communications, and storytelling professionals
- Prospect development, research, and analytics professionals
- Data, CRM, technology, and business intelligence professionals
- Gift administration, finance, compliance, and fund management professionals
- Talent, learning, and organizational development professionals
- Board/volunteer engagement professionals
- Generalists with responsibilities across multiple functions
- Other: _____

5. Session Orientation
Which option best describes your session?

- Practical/Tactical: Participants will learn specific methods, tools, processes, or techniques they can apply directly in their work.
- Strategic: Participants will explore organizational strategy, leadership decisions, or enterprise-wide approaches.
- Both: The session intentionally connects strategic decisions with practical implementation.

Optional File Upload

Please upload any supplementary materials you would like to share with the proposal reviewers (if applicable).

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 January 21, 2027.

Questions?

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