Sunday Intensive Workshop

AHP Development Primer: A Workshop on the Fundamentals of Healthcare Development

Looking for an intensive into healthcare philanthropy? Maybe you need to rejigger your professional development (PD) plan. The AHP Primer will focus on healthcare philanthropy as a profession and the role of a well-rounded, long-term PD program. The session will cover the key elements of philanthropic practice, including annual giving, major and capital giving and planned giving. In addition, faculty will teach you how to develop a PD program, organizational models and various constituent groups, such as individuals, corporations, government and others in the philanthropic sector. The AHP Primer is highly recommended for newcomers, staff, board members, and philanthropy professionals who are new to healthcare philanthropy.

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The AHP Primer is highly recommended for newcomers, staff, board members, and philanthropy professionals who are new to healthcare philanthropy. The program includes the all-day workshop, the AHP Primer (Manual, course notes, continental breakfast, and a light lunch).

Spots are limited, so register today!

SPECIAL THANKS TO OUR 2016 SPONSORS

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As healthcare fundraisers, we secure the future of our organizations through major gifts, and through philanthropic partnerships. As healthcare fundraisers, we secure the future of our organizations through major gifts, and through philanthropic partnerships.

The New England Association for Healthcare Philanthropy (NEAHP) serves healthcare philanthropy professionals throughout New England. Partnering with the Association for Healthcare Philanthropy, the organization provides quality education, networking and other resources to enhance skills and results for members of both associations.
We thank you for being a part of the NEAHP community and look forward for their dedication, enthusiasm and efforts to bring you a stellar program. A special thanks to the conference committee annual conference and thank all of our sponsors and exhibitors who help make this event possible. Ghiorsi & Sorrenti, Inc. for their continued leadership and support of this Conferences. These dinners are a fantastic way to relax and dine in in sumptuous fare among leading philanthropy resource providers at the opening dinner. The second dinner will feature a photo opportunity and presentation by a long-time NEAHP member who will discuss his experience and insights on working in healthcare philanthropy.

Looking for an intensive into healthcare philanthropy? Maybe you need a great refresher? Plan to arrive early on Sunday for a full-day, comprehensive overview designed especially for professionals who are new to philanthropy or healthcare philanthropy. This fast-paced workshop will focus on healthcare philanthropy as a profession and the role of a well-rounded, long-term program. The session will cover the key elements of philanthropic practice, including annual giving, major and capital giving and planned giving. In addition, faculty will work through the psychology of giving, organizational models and various constituent groups, such as individuals, corporate, major donors, as well as relationships with local and potential, explores actionable solutions and provides a dose of inspiration for your journey.

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This three-day conference will offer you opportunities to be inspired, to be inspired to act in the hopes of improving the lives of the people we so proudly serve.

We invite you to join us at the historic Ocean Edge Resort in Brewster, Massachusetts on Cape Cod, where colleagues from large and small hospitals, long-term care communities, visiting nurse associations and future organizations will gather to network, hear and learn together about the challenges and successes they have heard from seasoned philanthropy professionals and to spend three with their peers.

Throughout the conference we feature amazing speakers. Leading off Sunday morning is a Key Note Lecture and Town Hall style Q&A with Marc Morial (ABC Challenge). Billy is sure to inspire us with stories of trans- forming a passion for physical adventures into a nationally-recognized phenomenon. On Monday morning, our keynote lecture features Jan Veres, author, speaker and blogger who is one of the country’s leading authorities on how to use social media and social technology to develop, and deepen relationships with stakeholders. Finally, on Tuesday, you won’t want to miss the no holds barred Parallel sessions with entities who will help us understand the gap between potential and performance, explores actionable solutions and provides a dose of inspiration for your journey.

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Session Schedule

MONDAY 10:45 AM – 12:00 NOON

2016 ATTORNEY GENERAL FUNDRAISING CONFERENCE

Twenty Questions on Gift Annuities

In this session, we will cover the most common questions clients often ask about gift annuities, followed by a deeper dive into answering those questions. Participants will have an opportunity to design annuity options that meet the donor’s needs in terms of maximizing their gift to your organization and ensuring your financial sustainability. Participants will also learn how to present gift annuities to potential donors in a systematic approach.

Breakfast and Roundtable Sessions

Educational Sessions

Box Lunch and Conference Adjourns

Newcomers’ Reception

Primer Registration and Breakfast

Night Owl Soiree

TUESDAY

Session 2016 3:45 PM – 5:00 PM

LEADING CHANGE: HOW TO KEEP YOUR BOARDS, STAFF AND CUSTOMERS ENGAGED IN TODAY’S CHANGING LANDSCAPE

May 15, 2016 | 3:45 PM – 5:00 PM

Join us to further explore the concept of a central part of the fundraising reality, therefore, managing change is a necessary skill. This session will explore the factors that make the change and how change in the board, staff, customers, and even your organization’s mission. In this session we will learn about new leadership models that focus on shared power and responsibility and how to build your strategy for success.

Mon, May 16, 2016 | 3:45 PM – 5:00 PM

Leadership Change: How to Keep Your Boards, Staff and Customers Engaged in Today’s Changing Landscape

Bill Fisk, Director of Community Relations, Outer East Healthcare Foundation

MAY 15-16, 2016

THE ART OF PROSPERITY: NONPROFIT HEALTHCARE PHILANTHROPY

We lead off on Sunday evening with our opening plenary speaker Joe Waters, founder and executive director of the Pan-Mass Challenge. The Pan-Mass Challenge (PMC), founded in 1989, is the largest and most successful charity cycling event in the country. PMC’s mission is to help find a cure for cancer. Joe will set the stage for the week of the event with this session as a cause marketing (sponsoring) session. Joe will take the attendees behind the scenes of the PMC and how they partner to support their cause. In addition to sharing the recent fundraising activities happening with the Pan-Mass Challenge, Joe will also share some key insights about the culture and how PMC is able to navigate challenges. Don't miss this session! Joe is an expert in the field and will keep you entertained.

MONDAY 9:30 AM – 10:45 AM

EXECUTIVE SESSION: STRATEGIC PLANNING

Focusing on your strategic plan and the details that go into it will help you set the course for your program. In this practical session, we will guide you through creating a strategic plan for your program that includes your goals and objectives. This will help ensure that you are meeting your organization’s needs and that your program is aligned with the overall organizational goals.

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**MONDAY 10:45 AM – 12:00 NOON**

**2016 CHARITABLE FUNDRAISER TRENDS**

**MONDAY 1:00 PM – 2:15 PM**

**Twenty Questions on Gift Annuities**

**MONDAY 2:45 PM – 4:00 PM**

**Beating the Odds: How to Raise More Money from Businesses**

**MONDAY 4:15 PM – 5:30 PM**

**Making it Happen with Technology**
MARCH 3, 2016
12:15 PM - 1:30 PM
GETTING NEW FRIENDS AND DONORS … AND KEEPING THEM!

From the past few decades, the number of organizations seeking donations has increased significantly. In this session we will explore best practices and strategies for successful event fundraising that ensure events mean diverting staff, underwriting, and setting metrics for success.

Becoming the Fundraising Anonymous

TUESDAY 9:30 AM - 10:45 AM
LEADING ORDER BECOMING A BETTER FUNDRAISER

Less Hoping, More Giving: Rethinking Your Approach to Board Giving

Wallace's final advice to board members? “You can always hope. But if you hope, your donors will go elsewhere and you're going to lose a gift that could have been a million-dollar gift. There is no hope. You have to do this on a professional level.”

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Welcome!

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Jessica Symonds
South Shore Hospital
Lisa L. Wernerman
Hospital & Regulatory Foundation

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CONFERENCE REGISTRATION

Visit our website at www.neahp.org to register. You’ll also find complete conference details and agenda, including full descriptions of the individual committees.

ALSO AVAILABLE ONLINE...

Registration Form (PDF) If you prefer to mail in your registration.

Downloadable Conference Handouts (PDF) for registrants, including session titles and speaker information.

IMPORTANT NOTE: Conference attendees will receive conference folders with attendance lists and a complete schedule of events. Conference handouts will be available on-site for presenters. Speakers will have a limited number of copies of their presentations available during their sessions.

CONFERENCE REGISTRATION

EARLY BIRD REGISTRATION

By February 12
After February 12
Full Conference (Member)*
$425
$465
Full Conference (Non-member)*
$550
$590
One Day Conference
$275
$325
Sunday Primer**
$200
$220

* Fees are in addition to regular conference registration.

CANCELLATION/REFUND POLICY: Conference registrations cancelled within four weeks of the conference will be refunded at 100%, minus an administrative fee of $25. Registrations cancelled within two weeks of the conference will be refunded at 50%, minus an administrative fee of $25. No other refunds will be issued. Cancellations should be emailed to info@neahp.org. All cancellations will be acknowledged within 48 hours. If your request is not acknowledged, call (781) 265-9400 to ensure that your email was received.

HOTEL RESERVATIONS

Rooms at the Ocean Edge Resort & Golf Club are available at the special conference rate of $149 per night through February 14, 2016. Rooms may be reserved by phone at (508) 896-9000 or (900) 364-6703 or via email at stay@oceanedge.com. Please mention NEAHP to receive the conference rate. You may find more information about the hotel at www.oceanedge.com.