Welcome!

Sunday Intensive Workshop

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

Looking for an intensive into healthcare philanthropy? Or 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 the well-spring-funded-based program. The session will cover the key elements of philanthropic practice, including annual giving, major and capital giving and planned giving. In addition, we will touch upon organizational models and various constituent groups, such as individuals, corporations, and foundations.

The AHP Development Primer is highly recommended for newcomers, support staff, board members, and philanthropy professionals new to healthcare. The program will include all-day workshop, the AHP Primer (CD), keynote notes, continental breakfast, books, and a light lunch.

Special Thanks to Our 2017 Sponsors

The New England Association for Healthcare Philanthropy (NEAHP) serves healthcare philanthropists 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.

Conference Committee Co-Chairs

Kathleen Cogswell, CFRE
Linda Werman, CFRE

Conference Committee

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Lara King, CFRE
John Donovan, CFRE
Karen Cowan
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Co-Chairs

Sunday Primer* $200 $220

Full Conference (Member) $425 $465

Full Conference (Non-member)** $530 $590

One Day Conference $275 $325

Sunday Primer* $200 $220

* Fees are in addition to regular conference registration.

** Fees include a one-year membership in NEAHP.

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) 205-9400 to ensure that your email was received.

Hotel Reservations

Reservations at the Westin Portland Harborview Hotel in Portland, ME are available at the special low conference rate of $133 per night through 5:00pm on Friday, February 3, 2017. You may reserve your room now by either booking online www.westinreservations.com/book/NEAHP2017 or by calling 800-864-6600 and request the NEAHP block. Please ensure your name is in our room block by mentioning you are with our group, New England Association for Healthcare Philanthropy.
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AHP Developer Primer: A Workshop on the Fundamentals of Healthcare Development

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This fast-paced workshop will focus on healthcare philanthropy as a profession and the role of a well-designed, project-based program. The session will cover the key elements of philanthropic practice, including annual giving, major and capital giving and planned giving. In addition, you’ll learn about organizational models and various constituent groups, such as individuals, corporations, and foundations.

This AHP Primer is highly recommended for novice support staff, board members, and philanthropists new to healthcare. The program will be held for the all-day workshop, the AHP Primer (CD/Manual, course notes, continental breakfast, breaks, and a light lunch.

SPECIAL THANKS TO OUR 2017 SPONSORS

DECENTRALIZED TRACKS

**Fee includes a one year membership in NEAHP.

CONFERECE RECORDATION

Visit our website at neahp.org to register. You’ll also find complete conference details and agendas, including full descriptions of the individual sessions and speaker information.

ALSO AVAILABLE ONLINE...

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

Downloadable Conference Handouts (PDFs) for registrants, including session speaker details and presentations. Available a week before the conference.

IMPORTANT NOTE: Conference attendees will receive conference folders with attendance lists and a complete schedule of events. Conference handouts will be available online as they are received from presenters. Speakers will have a limited number of copies of their presentations available during their sessions.

CONFER EncE SPONSORSHIP

EACH BIRD REGISTRATION

By February 10 After February 10

Full Conference (Member)** $325 $375

Full Conference (Non-member)** $385 $435

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MONDAY, MARCH 6

Dr. Jim Withers – Street Medicine Movement
Bringing Health Services to Those Sleeping Under Bridges and on the Streets

MONDAY, MARCH 5

Schedule At A Glance

6:00 AM-7:00 AM YOGA
8:00 AM-9:00 AM NEAHP Annual Business Meeting and AHP Greetings and Report

3:45 PM-5:00 PM Educational Sessions
3:15 PM-3:45 PM Snack Break with Exhibitors
2:00 PM-3:15 PM Educational Sessions

8:45 AM-10:00 AM Keynote Session
4:00 PM-5:00 PM Newcomers’ Reception

MONDAY 10:45 AM – 12:00 NOON

- Morning In-Person Sessions
- Morning Virtual Sessions
- Morning Breakout Sessions
- Morning Peer-to-Peer Networking

MONDAY 1:00 PM – 5:00 PM

- Afternoon In-Person Sessions
- Afternoon Virtual Sessions
- Afternoon Breakout Sessions
- Afternoon Peer-to-Peer Networking

Monday, March 6:

Simone P. Joyaux, ACFRE, Adv Dip is described as “one of the most thoughtful, inspirational, and provocative leaders in the philanthropic sector.” She specializes in fund development, strategy planning, and board development. Simone’s first-hand experience in new organization formation and management, and project/program leadership has laid the foundation for her current work. The development officer should be one of four players:

- fundraiser (the one with the big gift)
- the leader who ensures the organization and its goals are achieved
- the internal advocate within the organization
- the outside advocate who ensures the organization is known

MONDAY 6:00 PM-9:00 PM

Dinner and Networking

Coping with Challenges: The Art of the Breakout Session

Tuesday, March 7:

Breakfast

Educational Sessions

9:45 AM-10:15 AM Distracted Driving to Philanthropy

10:30 AM-11:00 AM Distracted Driving to Philanthropy

11:15 AM-12:00 PM Distracted Driving to Philanthropy

10:45 AM-11:15 AM Donor Engagement: The Secret Sauce

12:00 PM-1:00 PM Donor Engagement: The Secret Sauce

12:15 PM-1:00 PM Donor Engagement: The Secret Sauce

12:30 PM-1:30 PM Donor Engagement: The Secret Sauce

12:45 PM-1:45 PM Donor Engagement: The Secret Sauce

1:00 PM-2:00 PM Donor Engagement: The Secret Sauce

Online Fundraising and Social Media Primer: Shifting from Interruption to Invitation

- Social media and technology is changing the way people engage with health care organizations. Patients and family members can now access the most recent patient news, health-related care options, and events, and health care professionals can stay on top of patient needs.

- The success of your social media initiative will depend on how well you integrate it into your overall fundraising strategy.

- Building an outrageously brilliant event or campaign that encourages social media engagement will be the key to success.

- Social media is becoming an increasingly important tool in engaging new donors to your organization.

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MONDAY 2:00 PM – 3:15 PM

- Developing a Youth Leaders Advisory Council

- A youth leaders advisory council is a group of young people (ages 14-21) who work with an organization to provide a valuable perspective on the future of health care.

MONDAY 5:30 PM – 7:00 PM

- Strategies for Successful Stewardship

- The benefits of having a youth leaders advisory council include:

- The Youth Leaders Advisory Council model provides a unique opportunity for young people to engage with health care organizations and learn about the issues facing them.

- The Youth Leaders Advisory Council model also helps health care organizations to build a more diverse and engaged constituency.

- The Youth Leaders Advisory Council model can help health care organizations to better understand the perspectives and experiences of young people.

- The Youth Leaders Advisory Council model can also help health care organizations to develop new and innovative programs.

MONDAY 7:30 PM – 9:00 PM

- Strategies for Successful Stewardship

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MONDAY 9:00 PM – 11:00 PM

- Strategies for Successful Stewardship

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MONDAY 11:00 PM – 1:00 AM

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MONDAY 1:00 AM – 5:00 AM

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MONDAY, MARCH 6

7:30 AM-8:00 AM
Coffee Break with Exhibitors

9:00 AM-10:00 AM
SUNY Brockport Concurrents: Building Fundraising Ownership and Board Development

10:00 AM-11:00 AM
运营在发展, change planning, and board development.

1:30 PM-3:00 PM
Identifying Major Donors

3:30 PM-5:00 PM
Turning Stumbling Blocks into Building Blocks

MONDAY, MARCH 6

7:30 AM-8:00 AM
Coffee Break

8:00 AM-10:00 AM
Breakfast and Roundtable Sessions

12:00 PM-1:45 PM
Developing a Young Leaders Advisory Council

10:00 AM-10:45 AM
What’s Trending? #recognition

12:00 PM-1:45 PM
So Major Donors Can Create the Splash

2:00 PM-3:15 PM
Professional Advisor Relationships

3:15 PM-4:30 PM
Building Professional Advisor Relationships

4:30 PM-5:45 PM
Manifesting Transformative Gifts Through Visionary Partnerships

5:15 PM-6:30 PM
The Presidents’ Circle is South Shore Health System’s Corporate Leadership Circle. It is a group of companies that provide invaluable leadership out of the health system’s regional market. These businesses support the System with gifts ranging from $0.01 to $1 million. This session will help you more about the giving society, the key to its success and learn how you can create a corporate giving program in your organization.

6:30 PM-9:00 PM
Joining us for the first time? Enjoy a fun-filled reception and get to know other new attendees.

6:30 PM-9:00 PM
Bone Broth and Bridging the Generation Gap

6:30 PM-9:00 PM
What’s Trending? #recognition

6:30 PM-9:00 PM
Turning Stumbling Blocks into Building Blocks

6:30 PM-9:00 PM
Building Professional Advisor Relationships

6:30 PM-9:00 PM
Manifesting Transformative Gifts Through Visionary Partnerships
Schedule At A Glance

MONDAY, MARCH 6

7:30 AM-8:45 AM
Breakfast and Roundtable Sessions

8:00 AM-4:00 PM
Basic Principles of Governance and Board Development

9:00 AM-10:00 AM
Donor's Total Philanthropy

10:30 AM-11:00 AM
Email communications and fundraising

11:30 AM-12:30 PM
Communicating with donors: how to make it work for you

12:30 PM-1:45 PM
Distributed Service to Philanthropic Leaders

2:00 PM-3:15 PM
The Tide Rises All Ships: Philips's impact on Rural Healthcare and the Community

3:45 PM-5:00 PM
The rules for getting your message across

6:30 PM-8:00 PM
NEAHP Annual Business Meeting and AHP Greetings and Report

TUESDAY, MARCH 7

8:00 AM-9:00 AM
Donor's Total Philanthropy

9:00 AM-10:00 AM
The Tide Rises All Ships: Philips's impact on Rural Healthcare and the Community

10:30 AM-11:00 AM
The rules for getting your message across

11:30 AM-12:30 PM
LinkedIn

12:30 PM-1:45 PM
Donor's Total Philanthropy

2:00 PM-3:15 PM
Donor's Total Philanthropy

MONDAY, MARCH 6

Building a Business / Corporate Leadership Giving

The President's Circle is South Shore Health System's Corporate leadership giving society. It is an incredible group of people who are responsible for the success of our system both internally and externally. This session will focus on the importance of effective philanthropy and the role of the President's Circle in this area.

MONDAY, MARCH 6

12:30 PM-1:45 PM
Creating an Online and Email Communications and Fundraising Program

MONDAY, MARCH 6

4:00 PM-5:00 PM
Building and Managing Successful Professional Advisor Relationships

MONDAY, MARCH 6

11:30 AM-12:30 PM
Creating an Online and Email Communications and Fundraising Program

MONDAY, MARCH 6

8:00 AM-4:00 PM
Basic Principles of Governance and Board Development

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10:30 AM-11:00 AM
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MONDAY, MARCH 6

3:45 PM-5:00 PM
The rules for getting your message across
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Looking for an intensive introduction to philanthropy? Are you new to the field or looking to update your knowledge? This one-day intensive workshop will focus on the essentials of philanthropy, including annual giving, capital giving, planned giving, and more. Attendees will learn about key concepts, trends, and best practices in the field. By the end of the day, participants will have a solid foundation for building a successful development program.

Conference Committee

Chair: Kathleen Cogswell, CFRE
Vice Chair: Llewellyn Davis
Secretary: Laura Gingras
Treasurer: Martin Richman

Membership: Cathy LaRocca, M.Ed, MPH
Marketing: Amy Graves-Beaudoin
Communications: Julianne Gropper

Sponsors:

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Co-Chairs:

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Linda Weisman

Committee:

Dave Jones
Jennifer Cope
Lee Ann Clark
Kimberly Crum
Jennifer Cummings
Kathy Davis
Linda Dodge, CFRE
Linda Johnson
John Donovan, CFRE
Joan Deering
Bryan Grant
Susan Delano
Mark Jonathan
Gail Krajewski
Michele Piscopo
Rebecca Phillips
Alfred Pope, Jr., CFRE
Stephanie Prior
Morris Richardson, CFRE
Richard Saunders
Jennifer Sargent
Nichole Zehnal

NEAHP Executive Board

Martin McNamara, CFRE, President
Robin Hays, CFRE, President Elect
Amanda Davey, CFRE, Immediate Past President
Nick Stahl, CFRE, VP Finance/ Treasurer
Jack Dresser, CFRE, VP Governance
Jennifer Clark, CFRE, VP Education
Johanna Wierzba, CFRE, VP Communications & Secretary
Rebecca Jenkins, CFRE, New England Networking

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Conference Location

2017 Annual Education Conference March 5-7 • Westin Portland Harborview Hotel • Portland, ME

Welcome to the 2017 Educational Conference at the Westin Portland Harborview Hotel in the heart of downtown Portland, Maine’s Arts District brought to you by our Sponsor Sponsor: Glierson and Company.

This year’s conference is filled with outstanding plenary and keynote speakers, highly regarded experts in their field, and exceptional workshop presenters from the New England philanthropy community who promise to educate, empower and engage all conference attendees giving us ideas, resources and tools to help us gain support for the organizations we so proudly serve.

The beautiful historic city of Portland will be your home for 3 days bringing together colleagues from New England forshop
collaboration, brainstorming, fun and engagement.

The conference committee has worked throughout the year to bring you a stellar educational program to enhance your skills in annual giving, major and capital giving and planned giving. The session will cover the key elements of philanthropic practice, including annual giving, major and capital giving and planned giving. This year’s conference will be a jump start to your program, or explore a new path?

Are you new to healthcare philanthropy?

Professional looking to refresh your skills, bring you a stellar educational program to enhance your skills in annual giving, major and capital giving and planned giving. This year’s conference will be a jump start to your program, or explore a new path?

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