

# TRACK TWO:

## DRIVING TRANSFORMATIVE PHILANTHROPY AGENDA

### Day One

- 7:30 A.M.** Breakfast Available
- 8:30 A.M.** Welcome
- 8:45 A.M.** Opening: Charting the Course for Vibrant Health Care Philanthropy in 2019
- 9:15 A.M.** Plenary: The Gratitude Effect: Exploring the Psychology and Neuroscience of Gratitude and Implications for Health Care  
*Led by Dr. Bob Emmons & Betsy Chapin Taylor*
- 10:15 A.M.** BREAK
- 10:30 A.M.** Leading Philanthropy in Tumultuous Times
- 12:00 P.M.** Lunch
- 1:00 P.M.** Identifying Transformative Projects and Sharing a Powerful Case for Giving
- Strategically Aligned Project Selection
  - Building the Powerful Case for Support
- 2:30 P.M.** Day One Conference Adjournment
- 2:30 P.M.** OPTIONAL SPECIAL SESSION:  
**-3:30 P.M.** Operationaizing the Grateful Engagement Ambition

### Day Two

- 7:30 A.M.** Mix & Mingle or Roundtable Breakfast
- Hosted Breakfast: Mike Beall on Driving Strategic Communications
  - Hosted Breakfast: Lori Counts on Elevating Leadership
  - Hosted Breakfast: Erin Stitzel on Creating Infrastructure to Support Grateful Engagement
- 8:30 A.M.** Welcome
- 8:45 A.M.** Elevating Major Gifts Practice Through Portfolio Management and Mission Selling
- Driving Better Pipeline and Portfolio Management
  - "Mission Selling": Import Best Practice Sales Strategy Into Major Gifts
- 10:15 A.M.** BREAK
- 10:30 A.M.** Accelerating Performance Through Wave Campaigning
- 12:00 P.M.** Lunch
- 1:00 P.M.** Rethinking Stewardship: Critical Steps to Strengthen Donor Loyalty & Engagement
- 2:00 P.M.** Rising to Meet the Road Ahead
- 2:30 P.M.** Adjournment