



Utilizing Wave Campaigns to Maximize Potential and Sustain Growth for Hospitals and Health Systems

CERTIFICATE SERIES

Instructors:

John Donovan, CFRE

[ABOUT JOHN](#)

Heather Wiley
Starankovic, CAP®, CFRE

[ABOUT HEATHER](#)

March 23 + 24, 2021
11:30 a.m. – 3:30 p.m. ET

Cost: \$1,200/person



CEUs: 6 CFRE
education points

CFRE Certified Courses:

Campaigns Today

Review the advantages and challenges of today's campaigns, define keys to a successful campaign and understand the wave campaign approach to sustained philanthropy and agility within a health system setting.

Wave Campaign Deep Dive

Learn how wave campaigning capitalizes on the positive results, understand how to use wave campaigns to minimize campaign disadvantages that include breaks between efforts, donor and volunteer fatigue and focus on capital priorities.

Identifying Capital and Programmatic Priorities from Master and Strategic Plans

Determine how to evaluate strategic and master facility plans as a development officer, learn how to use the Strategically Aligned Project Selection (SAPS™) exercise to filter for philanthropy focus and define the essentials for case statement and study success.

Affinity Council Structure

Understand the affinity council structure and how to align volunteers and physicians with greatest areas of interest, learn how to create efficiency of effort and higher performance and determine engagement strategies that avoid donor, volunteer and physician burnout.

Evaluating Wave Campaign Potential

Learn the role and timing of feasibility planning studies with wave campaigns, define factors that will determine potential success and the importance of capacity assessments and understand portfolio management and top donor engagement in wave campaigns.

Instituting the Wave Campaign Concept within your Program

Learn how to educate, engage and define the roles of your CEO and senior leadership with wave campaigns, define micro communication strategies, and determine how to fully integrate wave campaigns into a comprehensive effort.

✓ [Register today](#)

? [For questions or more information, contact us at \[institute@accordanthealth.com\]\(mailto:institute@accordanthealth.com\)](#)