

# Development Dialogues

presents

## Strategic Planning for Philanthropic Success

an online webinar with

Lisa Hillman and Bruce Flessner

Date: February 16, 2012

Time: 1:00 pm ET/ 12:00 pm CT/ 10:00 am PT

Where: Online, attend from your office

Length: 1 hour, 15 minutes

[Register](#) | [Recording](#)

### Webinar Description

Developing strategic plans for your hospital or hospital foundation and its development programs are essential for successful long-range fundraising. A sound strategic planning process sets up your organization for success, because it crafts the path to the future. This webinar features two of the giants in healthcare philanthropy providing a practical guide to the issues in developing a strategic plan.

### Participants Will Learn About

- The importance of strategic planning and key issues
- How to organize your planning process for success
- How to move from planning to action steps
- Involving key stakeholders
- Understanding how new technologies and emerging programs fit into your plan
- Internal and external environmental factors that shape your future options
- Budgeting and staffing projections needed to develop your plan

### Who Should Attend, Programmed Designed for

- Foundation executives
- Chief Development Officers
- Board Members and volunteer leadership
- Promising development officers

### About the Speakers



**Lisa Hillman**, Senior Vice President and Chief Development Officer for Anne Arundel Health System in Annapolis, Maryland, oversees the Health System's fundraising, volunteers, legislative activities. She also serves as President of the Anne Arundel Medical Center Foundation, the philanthropic arm for the Health System.

Lisa brings more than 30 years experience to the development, public relations and health promotion arenas. She began her career as a broadcast journalist for Baltimore and Washington DC area radio stations. In 1980, she joined Anne Arundel Medical Center (AAMC) as its first Director of Public Relations. In 1987 she became Director of Public Affairs for the Johns Hopkins Children's Center. In 1990, she returned to AAMC as Executive Director of the Anne Arundel Medical Center Foundation and in 1995, she was promoted to Vice President of Development and Community Affairs for Anne Arundel Health System. In 2003, she was named a Senior Vice President for the Health System. In her tenure with the health system, she has overseen four capital campaigns and helped to raise more than \$100 million.

Lisa is active in the Association for Healthcare Philanthropy (AHP), having served as Chair of the Board of Directors from 2008-2009. She earned her Fellows in Healthcare Philanthropy in 2005 and the Certified Fund Raising Executive (CFRE) designation in 1997, which she has maintained. She is a past Chair of the Board of Directors of the Annapolis and Anne Arundel County Chamber of Commerce and is a member of the Board of Visitors for Goucher College and a former member of the Leadership Anne Arundel Board of Directors. A graduate of Leadership Maryland and Leadership Anne Arundel, she has been named one of the Daily Record's Top 100 Women in Maryland. Lisa Hillman, Senior Vice President and Chief Development Officer for Anne Arundel Health System in Annapolis, Maryland, oversees the Health System's fundraising, volunteers, and legislative activities. She also serves as President of the Anne Arundel Medical Center Foundation, the philanthropic arm for the Health System.



**Bruce Flessner** is Founding Partner and Principal with Bentz Whaley Flessner, an international consulting firm serving colleges, universities, academic medical centers and hospitals. Over his 25 year consulting career, he has served scores of clients with campaigns from \$25 million to \$2 billion.

Prior to founding the firm, he served as Vice President of the University of Minnesota Foundation. Previous to that he was the Annual Fund Director at Kalamazoo College, Michigan.

Flessner is a nationally recognized expert in new wealth. He served on the founding board of New Ventures in Philanthropy, a special initiative by the Council on Foundations to create new family foundations. He has been quoted in the New York Times, LA Times, Wall Street Journal, Boston Globe, Washington Post, Star Tribune, Detroit Free Press and many other newspapers. Flessner is a frequent speaker at conference for CASE, AHP, and AFP. He has written extensively on campaigns and campaign trends.

#### What You Will Need to Participate

The event is live and interactive with opportunities to ask the presenter questions. The audio is delivered directly over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your one location. For large groups, use a speakerphone to deliver the audio and a projection system to deliver the web component.

#### Registration Information

[Register Online Now.](#) Registration fee is \$199 per connection. Visa, MasterCard, American Express, Discover credit cards are preferred forms of payment. Invoicing can be arranged, but payment must be received before the date of the webinar. The format for this 75 minute session includes a presentation with approximately 20 minutes for Q and A. The recording link is sent 2 business days following the event and is active for 90 days.

#### Refund Information

Refunds will not be issued. If you think you may have difficulty attending, please sign up for a recording instead. Can't Attend? [Order a Recording.](#)

#### Note

Development Dialogues is a CFRE approved provider. Continuing education points for this session are pending CFRE review.