



MedFund 2016 – Charleston, SC – July 13-15



Wednesday, July 13, 2016		
Attendees will be arriving at Embassy Suites throughout the afternoon		
4:00pm-6:00pm	Check-in and Registration (wear school colors/logo items)	Hotel Lobby
4:00pm-6:00pm	Sponsor Set-Up	Citadel North
6:00pm-7:00pm	Meet for Cocktails-Complimentary	Hotel Lobby Bar
7:00pm-9:00pm	Dinner – Complimentary Sponsor Presentations	Off Site - TBD
Thursday, July 14, 2016		
6:30am-8:30am	Registration	Hotel Lobby
6:30am-9:00am	Breakfast - Complimentary	Tobacco Road Restaurant
9:00am-10:30am 9:00am-9:10am 9:10am-9:20am 9:20am-10:30am	Welcome and Opening Session <ul style="list-style-type: none"> • Welcome by MedFund 2016 Team • Welcome by COM Dean • Sponsor Presentations AND Group Session – Annual Giving Topics <ul style="list-style-type: none"> ○ Student Engagement, Alumni Engagement, Reunion Giving, Grateful Patients or Annual Fund Strategies 	Colonial Ballroom
10:30am-10:45am	Break and Visit Sponsors	Ballroom Foyer/Citadel North
10:45am-11:45am	Breakout 1 – Hot Topic with Facilitator(s)	Colonial East
	Breakout 1 – Hot Topic with Facilitator(s)	Colonial West
12:00pm-1:15pm	Lunch – Sponsor Presentation	Off Site - TBD
1:30pm-2:45pm	Breakout 2 – Mini-presentations on hot topics. 30 minute formal presentation maximum	Colonial East
	Breakout 2 – Mini-presentations on hot topics. 30 minute formal presentation maximum	Colonial West
2:45pm-3:00pm	Break and Visit Sponsors	Ballroom Foyer/Citadel North
3:00pm-4:00pm	Breakout 3 – Mini-presentations on hot topics. 30 minute formal presentation maximum.	Colonial East

Thursday, July 14, 2016 (continued)

	Breakout 3 – Mini-presentations on hot topics. 30 minute formal presentation maximum.	Colonial West
6:00pm-7:00pm	Meet for Cocktails - Complimentary	Hotel Lobby Bar
7:00pm – 9:00pm	Dinner – Complimentary Sponsor Presentations	Off Site - TBD



Friday, July 15, 2016

6:30am-8:30am	Breakfast - Complimentary	Tobacco Road Restaurant
8:30am-9:45am	Group Session <ul style="list-style-type: none"> ○ Sponsor Presentations AND Group Session – Annual Giving Topics <ul style="list-style-type: none"> ○ Student Engagement, Alumni Engagement, Reunion Giving, Grateful Patients or Annual Fund Strategies 	Colonial Ballroom
9:45am – 10:00am	Break and Visit with Sponsors	Ballroom Foyer/Citadel North
10:00am – 11:15am	Breakout 4 – Hot Topic with Facilitator(s)	Colonial East
	Breakout 4 – Hot Topic with Facilitator(s)	Colonial West
11:15am – 11:30am	Break (no refreshments)	
11:30am-12:30pm	Lunch and Wrap Up/MedFund 2017	Colonial Ballroom



2015 MedFund Conference Agenda

July 8 – 10, 2015

Durham, NC

Wednesday, July 8, 2015	
Attendees will be arriving at Durham Marriott throughout the afternoon	
4:00pm – 6:00pm	Check-In and Pick Up Your MedFund Conference Tote Bag (Hotel Lobby) Sponsor Booth Set-Up at Trent Semans Center
5:45pm	Meet in Hotel Lobby to walk to Tobacco Road
6:00pm – 9:00pm	Group Dinner at Tobacco Road  Sponsored by: <small>instruments</small>
Recommended Attire	Sport a school shirt, so we will know the school you represent
Thursday, July 9, 2015	
Recommended Attire for Conference	Business casual attire is recommended
7:45am	Bus arrives at Marriott (Meet in Hotel Lobby to Ride Bus)
8:00am	Bus departs from Durham Marriott to Trent Semans Center Driving Tour of Duke's East, West, and Medical Campus along the way
8:30am	Bus arrives at Trent Semans Center
8:30am – 8:50am	Guided Tour of Trent Semans Center
8:50am – 9:30am	Breakfast and Opening Remarks in the Great Hall of the Trent Semans Center  Sponsored by: <ul style="list-style-type: none">• Welcome and Remarks from Duke Medicine Leadership <ul style="list-style-type: none">○ Sarah Nicholson, Executive Director, Duke University School of Medicine Development and Alumni Affairs○ Ellen Medearis, Vice President, Duke Medicine Development and Alumni Affairs○ Nancy C. Andrews, M.D., Ph.D., Dean, Duke University School of Medicine

	<p>Vice Chancellor for Academic Affairs, Duke University Nanaline H. Duke Professor of Medicine Professor of Pediatrics Professor of Pharmacology and Cancer Biology</p> <ul style="list-style-type: none"> Attendee Introductions
9:30am – 10:45am	<p>Group Session – Creating a Culture of Philanthropy (Great Hall Side A)</p> <ul style="list-style-type: none"> <i>Joscelyne Brazile, Assistant Director of Development, Medical Education, UNC School of Medicine</i> <i>Sue Sopa, Executive Director, Annual Giving Strategy and Market Development, Duke Medicine Development and Alumni Affairs</i>
10:45am – 12:00pm	<p>Breakout Sessions:</p> <ul style="list-style-type: none"> Retention, Reacquisition, and Upgrading Strategies of Grateful Patients (Great Hall Side B) <ul style="list-style-type: none"> <i>Sara Wajda, Director of the Duke Cancer Fund, Duke Cancer Institute</i> Upgrade Strategies and Reoccurring Gift Programs (Great Hall Side A) <ul style="list-style-type: none"> <i>Bari Becker, Assistant Director of Development, USF Health, University of South Florida</i>
12:00pm	Walk to Searle Center Lecture Hall
12:05pm – 1:15pm	<p>Lunch at Searle Center Lecture Hall – Sponsored by: </p> <p>Roundtable Discussions:</p> <ul style="list-style-type: none"> Grateful Patient Initiatives – Mixing Mass Outreach and Personal Approaches Reunion Giving Strategies Engaging Alumni Leaders – Working with Alumni Boards and Committees
1:15pm – 1:30pm	Walk back to Trent Semans Center and visit with sponsors and collect samples of direct mail materials from other schools
1:30pm – 2:45pm	<p>Breakout Sessions:</p> <ul style="list-style-type: none"> Grateful Patient Special Appeals (Great Hall Side B) <ul style="list-style-type: none"> <i>Megan Smith, Senior Director, Annual and Special Giving, University of California, San Francisco</i> Partnering with Major Gift Officers, Integrating Major Gift Donors, and Annual Giving Support (Great Hall Side A) <ul style="list-style-type: none"> <i>Jennifer Dettloff, Director, Alumni Relations and Annual Giving, University of Chicago, Medicine & Biological Sciences</i>
2:45pm – 3:00pm	Break – visit with sponsors and collect samples of direct mail materials from other schools
3:00pm – 4:15pm	<p>Breakout Sessions:</p> <ul style="list-style-type: none"> Recent Graduate Engagement Strategies – From Medical Students to House Staff (Great Hall Side A) <ul style="list-style-type: none"> <i>Candace Gillespie, Director of Development, Medical University of South Carolina College of Medicine</i>

	<ul style="list-style-type: none"> Implementing Multi-Channel Communication (Great Hall Side B) <ul style="list-style-type: none"> <i>Lori Siegel, Director of Development, Annual Giving, University of Florida Health</i>
4:15pm	Shuttle picks up attendees to return to hotel
4:30pm – 5:45pm	Hotel Arrival and Downtime
5:45pm	Meet in the lobby to walk to dinner
6:00pm – 9:30pm	<p>Group Dinner at The Pit</p>  <p>Sponsored by:</p>
Recommended Attire	Casual, comfortable clothing
9:30pm	Walk to Fullsteam, Motorco, Geer Street Garden, or Surf Club or walk back to the Marriott Hotel for the evening
Friday, July 10, 2015	
Walk next door to the Convention Center (adjacent to the Marriott) – Meeting Rooms 2 & 3	
8:15am – 9:15am	<p>Breakfast, Table Discussion, and Networking at the Convention Center (Meeting Rooms 2 & 3)</p>  <p>Sponsored by: <small>MARKETING COMMUNICATION RESOURCE</small></p> <p>Benchmarking Discussion</p> <ul style="list-style-type: none"> <i>Jennifer Dettloff, Director, Alumni Relations and Annual Giving, University of Chicago, Medicine & Biological Sciences</i>
9:15am – 10:30am	<p>Group Session: Leadership Annual Giving Societies and Meaningful Stewardship (Meeting Rooms 2 & 3)</p> <ul style="list-style-type: none"> <i>Allison Searson, Director of Annual Giving, Academic Health Sciences, UVM Foundation and UVM Medical Center</i> <i>Will Arvin, Director, Annual Giving, Tulane University School of Medicine</i>
10:30am – 10:45am	Break – visit with sponsors
10:45am – 12:00pm	<p>Breakout Sessions:</p> <ul style="list-style-type: none"> Building a Streamlined Pipeline and Analysis/Predictive Modeling (Meeting Room 2) <ul style="list-style-type: none"> <i>Sherri Wilmoth, Director of Annual Giving Programs, The Ohio State University Wexner Medical Center</i> Strategic Segmentation of Grateful Patient Data Outreach (Meeting Room 3) <ul style="list-style-type: none"> <i>Katie Holland, Director, Annual Giving, UCLA Health Sciences Development</i>
12:00pm – 1:15pm	<p>Lunch and Roundtable Discussions:</p> <ul style="list-style-type: none"> Annual Giving Campaigns and Integrating with Alumni Relations Strategic Fundraising Supported by Technology Renewal Initiatives and Giving/Thanking Days
1:15pm – 1:45pm	<p>Wrap Up and MedFund 2016 Discussion</p> <p>Safe travels!</p>