



2025 AHP Annual International Conference

October 22-24, 2025 | Aurora, Colorado

Request for Education Proposals

Submission Guide

RFP Open from December 9, 2024 – January 31, 2025

## Welcome to the Submission Guide

Thank you for your interest in presenting at the Association for Healthcare Philanthropy (AHP) Annual International Conference. This Submission Guide provides the information you need to know to propose a session for the conference.

Whether you are a seasoned presenter or are new to the AHP stage, we appreciate your willingness to contribute an educational session and look forward to reviewing your proposal.

## About the Conference

The AHP International Conference is the world's largest gathering of healthcare philanthropy professionals. The 58<sup>th</sup> annual International Conference, taking place in Aurora, Colorado, will bring current and future AHP members together to learn from each other, build their networks, advance their organizations, and better serve the communities they support.

To help make 2025 the best International Conference yet, AHP is seeking educational proposals that reflect sound adult learning principles and exemplify the best thinking in the field, informed by theory, research and practice. To deliver effective learning experiences, we welcome proposals that:

- Reflect innovative, cutting-edge content and evidence-based practice
- Tackle essential, timely topics relevant to today's healthcare foundations
- Present strong business cases supported by research or data
- Explore issues important to diverse foundation types and sizes
- Challenge attendees to think of new solutions in healthcare philanthropy
- Showcase forward-thinking approaches and trends in the field
- Feature engaging, creative session formats
- Share real-world case studies that highlight practical applications

## Instructional Design Guidelines

Proposals should:

- Foster discussion, encourage active audience engagement, and be outcome-focused
- Aim to transfer knowledge and develop new competencies
- Draw upon and build on participants' prior knowledge and experiences
- Demonstrate relevance of lessons through “real-life” case studies

**Success Tip:** Each year, conference participants report that the most valuable sessions were those with clear, actionable takeaways. Make sure your proposal clearly explains what your audience will be able to do differently or do better after attending your session.

## Topic Areas

As you reflect on your proposal, please consider the following topics, which are focus areas for this year's conference program.

- Artificial Intelligence & Digital Transformation
- Building an Inclusive Culture & Team
- Clinician Engagement
- Employee Campaigns
- Fundraising for Health Equity
- Stewardship & Donor Relations
- Succeeding as a Small Shop
- The Role of Events in 2025

In addition to the topics above, we also consider topics of perennial interest to AHP members, including:

- Annual Giving
- Major & Transformational Giving
- Planned Giving
- Corporate & Foundation Giving/Sponsorship
- Chief Philanthropy Officers/Leadership
- Philanthropy Operations
- Hospice Philanthropy
- Marketing & Communications
- Board & Volunteer Engagement



While proposals may address more than one area, you must select one as the best fit. Example topics noted are intended to help you develop your session, but we also welcome and encourage additional ideas and new or emerging topics.

**Success Tip:** The majority of proposals each year are submitted in the Major & Transformational Giving and Chief Philanthropy Officers/Leadership categories. Submitting a strong proposal in other categories may improve your session's chances of being selected.

## Learning Formats

Adult learners usually prefer to engage in self-directed learning, and that philosophy drives AHP's approach to conference programming. Learning formats support a range of instructional methods that give attendees more control over setting priorities and choosing the right content, materials, and methods that match their learning styles and objectives.

For the 2025 International Conference, AHP seeks proposals in the following learning formats:

### Case Study Presentation (60 minutes)

A formal presentation usually given by 1-3 content leaders, highlighting one or more case studies.

### Express Talk (20 minute presentation + 25 minutes of discussion/Q&A)

A TED-style talk given by 1 content leader that explores a single idea with practical tips through storytelling.

### Flipped Classroom (30-60 minute virtual lecture, 60-90 minute in-person interactive session)

Combine a traditional presentation with an interactive live session. Your lecture-style presentation is recorded in advance and shared with conference registrants for them to watch prior to the conference. Then, during the International Conference, build on your topic by hosting a live workshop with activities, interactivity, and discussion related to your presentation. (Questions about flipped classroom sessions? Email [education@ahp.org](mailto:education@ahp.org).)

### Learning Lab (75-90 minutes)

A workshop-style session that engages participants in hands-on, interactive exercises that connect theory with practice, such as demonstrations, simulations, or problem-solving activities.

### Panel Discussion (60 minutes)

A discussion with 1 moderator and up to 4 panelists presenting perspectives around a specific topic.

Seminar (60 minutes)

A formal presentation usually given by 1-3 content leaders, presenting new information, such as a research report, on a specific topic.

**Success Tip:** Conference participants want more than just a PowerPoint presentation. Think about interactive elements you can add to your session to help your audience stay engaged.

## Professional Pathway

AHP's Professional Pathway educational framework organizes content into three knowledge levels. For learning programs, these levels relate to prerequisite learner knowledge, instructional techniques, and complexity of the learning objectives.

- **Fundamental (0-3 years):** Sessions provide broad information, awareness and understanding of a topic with **limited or no prior knowledge** or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for employees or managers with limited experience of the subject area seeking to learn fundamentals, mid-career managers and directors looking to fill in gaps to solidify their skill set and individuals new to the field before or after a career change.

- **Specialist (3-8 years):** Sessions focus on extensive application, comprehension, and implementation with in-depth material or explanation by the instructor, preparing learners to exhibit a definitive skill. They are highly interactive, including case studies and assessment measures and require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require **some prerequisite knowledge**. This level is appropriate for individuals with some knowledge and experience in the subject area, individuals who are mid-level managers and directors in their fields with an established degree of competence and for those seeking to build on, apply or enhance existing knowledge.

- **Executive (8+ years):** Sessions focus on high-level creativity, innovation and peer-to-peer knowledge sharing around of highly technical or detailed topics, preparing learners to shape organizational strategy and aid in the growth or progress of industry best practices and innovative ideas. The session material and activities focus on problem identification, analysis and solutions while emphasizing risk-taking, autonomy and opportunities for exploration. Objectives may be to enhance the learner's ability to lead change, manage high-performing teams, and develop leadership throughout their organizations. This level is appropriate for senior staff, executives and officers with **significant knowledge and experience** who could be deemed an expert in the field.



## About the Review and Session Selection Process

AHP strives to be inclusive and diverse when reviewing session proposals. The review process combines the collective input of peers, volunteer leaders, and professional staff to ensure that members of the healthcare philanthropy community have a significant voice in co-creating the conference programming. Together, members and staff ensure that program content is timely, relevant, and targeted to attendee needs.

AHP receives many high-quality proposal submissions each year, so please understand that it is a difficult and highly selective process. Last year, AHP received 150 total session proposals for the 2024 International Conference. 43 of those were selected for the conference, for a 28.6% success rate.

1. **Peer Review** All proposals go through an initial blind review process when they are evaluated anonymously by AHP member Peer Reviewers based on the selection criteria described in the next section. Selected through an open call to all members, peer reviewers rate proposals within their area(s) of expertise. Diverse peer input is very important in terms of shaping the look and feel of AHP events. The peer review stage is a blind review, in which speaker names, bios, and background are omitted. This ensures reviewers are evaluating the proposal on the quality of the content only.

2. **Conference Committee Review** Proposals that meet a pre-determined average score then move forward to the next round of the selection process, with review by the International Conference planning committee. The committee review stage is fully unblinded, with speaker names and background included. To ensure that program content is timely, relevant, and optimally targeting our attendees' needs, the advisory committee will select from the submissions received during the Request for Proposals and identify gaps, if any, which staff will address through additional content development strategies. The overall program will result in a diverse array of presenters and topics.

3. **AHP Staff** With years of experience in association management and a long history of programming exceptional conferences, selected AHP staff members weigh in with feedback and strike a balance between new and veteran presenters. Staff also help ensure the content lineup is strategically aligned, working to systematically identify and fill gaps where appropriate.

## Selection Criteria



All proposals are evaluated on the following five criteria:

- **Ability to Inspire Action:** The proposed session should motivate participants to take action in some way. It should teach either tactical or strategic lessons that participants can implement in their organization.
- **Originality:** The proposed session should teach a new concept or take a new angle on a classic topic. Ideally, some element of the session will be new to most participants.
- **Program Design:** The learning objectives and instructional flow should clearly demonstrate how participants will benefit from this session.
- **Relevance to Healthcare Philanthropy:** The proposed session should be specifically designed for healthcare philanthropy professionals, as opposed to a more general submission about philanthropy. AHP members in particular should find it valuable.
- **Overall Quality:** The different elements of the proposal, combined, should demonstrate consistent design and thoughtfulness that create a session that conference participants will find valuable.

## Guidelines for Potential Presenters

- **All proposals must be submitted using the online form, no exceptions.** Think quality over quantity. You can submit up to two (2) proposals as the primary contact.
- **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. Review the form at the end of this document to prepare your proposal. Once you have your ideas and all necessary information together, simply visit [this link](#) to begin. The system does allow you to save and return to your proposal later.
- **AHP encourages you to be cautious about how many proposals you are included in as a presenter or panelist.** While AHP does not limit presenters to a maximum number of speaking engagements, AHP will give preference (other factors being equal) to maximizing the number of content leaders to ensure diversity of thought.
- **The primary contact is the person submitting the proposal.** AHP will communicate with the primary contact for all communications including notifications and deadlines, who must share information as needed with co-leaders/panelists.



▪ **All proposed content leaders must be listed.** Intentionality is critical in providing a quality learning experience, including the expertise of instructors. Proposed content leaders will be reviewed by the International Conference Committee prior to acceptance.

▪ **Use clear, error free language.** The quality of the written proposal is reflective of the quality of the potential session. Approach this as you would a proposal to a grant funder or major donor. AHP looks for clear and concise titles, persuasive outcomes-focused descriptions, and clear learning objectives. Tell us why an attendee should come to your session and what they'll learn from it. AHP retains the right to modify titles and descriptions during copy editing for marketing purposes.

▪ **Avoid all commercial bias.** Affiliate members of AHP, who represent the for-profit organizations such as consultants and vendors who are active in healthcare philanthropy, are welcome to submit session proposals. However, sessions perceived by participants as commercially biased in content (including use of proprietary tools/models) are unacceptable. Any submission that is not educational in nature, neutral and unbiased, replicable by participants without the author's assistance, and free of commercial motive/intent will not be accepted. If accepted, those in violation of this policy may forfeit future presenting opportunities.

**Success Tip:** Strong proposals from affiliate members will be clearly educational, not promotional. Conference participants tell us they are disappointed if they go to an education session that turns out to be a sales pitch. Attendees come to learn, and a perceived sales pitch can undermine their trust and reflect poorly on your brand.

▪ **First here, first heard.** We seek to create a premiere event for the healthcare philanthropy community, and therefore (other factors being equal) priority is given to proposals that include original content designed exclusively for the AHP International Conference that has not been presented at other AHP or non-AHP philanthropy-related events.

▪ **Session dates and times are scheduled at AHP's sole discretion,** based on what works best for the conference program. By submitting a proposal, presenters attest that if selected, they will be available to present at their assigned time. Sessions will be scheduled during the following times:

Wednesday, October 22, 2025	1:00 PM-5:00 PM
Thursday, October 23, 2025	9:00 AM-5:00 PM
Friday, October 24, 2025	9:00 AM-1:00 PM

- **All accepted presenters must adhere to published deadlines.** You must be committed and responsive to working with AHP to deliver exceptional service by adhering to deadlines, to include submitting program materials not less than one (1) month prior to the start of the conference for review/approval and inclusion in the conference mobile app and website.
  
- **All accepted presenters must observe intellectual property rights.** Presenters must ensure that information or images contained in presentation materials shall be factual and not be misleading and will not violate the intellectual property or copyrights of any third party.
  
- **All accepted presenters *must* register.** Each presenter will register for the conference by the required deadline. Presenters are responsible for all individual travel costs. A discounted speaker rate will be available. In the event of exceptions (such as Exhibitor personnel or award winners) registration may be handled differently. Presenters who are not taking part in any other part of the conference beyond their presentation must register but are not charged a fee.

## Timeline

Thank you for your interest, expertise, and time in submitting an education proposal for consideration. So that you can plan accordingly, please note the overall presenter timeline below:

- Request for Proposals Opens: December 9, 2024 ([Access the proposal form here](#))
- Request for Proposals Deadline: January 31, 2025
- Peer review: February-March 2025
- Committee review: March-April 2025
- Conference invitations extended: April-May 2025
- Presenter Agreements Signed/Executed: By May 5, 2025
- Session Materials Due: September 15, 2025
- Save the Conference Dates: October 20-22, 2025

## Questions?

Email [education@ahp.org](mailto:education@ahp.org) with any questions about the submission process or the 2025 conference.

Sample submission form begins on the next page.





2025 AHP Annual International Conference  
Request for Education Proposals  
Sample Submission Form

To prepare for completing the required online form, use this sample to gather proposal details and complete content leader information for each presenter/co-presenter in advance.

1. Your details (submitter). AHP will communicate with you for all notifications related to the proposed session.
  - a. Name
  - b. Email address
  
2. Lead Presenter's information
  - a. Name
  - b. Credential(s)
  - c. Title
  - d. Organization Name
  - e. Email Address (if different than submitter's)
  - f. Biography: Please provide a short biography (limit 150 words) in paragraph format that describes the lead presenter's philanthropy experience and expertise as it relates to the subject of this proposal.  
Note: Biographical information will not be included in the peer review, which is anonymous.
  - g. Has the lead presenter presented at the AHP Annual International Conference before? Note: AHP and the conference committee seek to create a diverse mix of new and returning presenters. Submissions from first-time presenters are encouraged. If yes, please share the title and year of their most recent presentation.
  
3. Co-presenter(s), if applicable
  
4. Please describe all presenters' past teaching, presentation and/or speaking experience, either with AHP or another organization, and any feedback presenters may have received. Submissions from first-time presenters are encouraged.

## Invitation to Self-Identify

In principle and in practice, AHP values and seeks diversity and inclusive practices within the healthcare philanthropy industry. AHP aims to maximize the power of learning programs by promoting involvement, innovation, and expanded access to leadership opportunities among program presenters, faculty, and content leaders that maximize engagement across the entire spectrum of participants in the healthcare philanthropy profession.

The following demographic questions are designed for you, the lead presenter, to self-identify. To opt out of any question, select “Prefer not to say”.

### AGE

- Under 25
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75+
- Prefer not to say (opt out)

### GENDER

- Female
- Male
- Transgender male
- Transgender female
- Non-Binary
- Genderqueer
- Self-identification: \_\_\_\_\_
- Prefer not to say (opt out)

### RACE/ETHNICITY (SELECT ALL THAT APPLY)

- African American/Black
- Arab
- Asian American/Asian (e.g. Chinese, Japanese, Korean, Filipino)
- Hispanic/Latino
- Indigenous (e.g. Native American, First Nations, Inuit, Métis)
- Native Hawaiian/Pacific Islander
- South Asian (e.g. East Indian, Pakistani, Sri Lankan)
- Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai)
- West Asian (e.g., Iranian, Afghan)
- White/Caucasian



- Self-identification: \_\_\_\_\_
- Prefer not to say (opt out)

### **SPECIAL ACCOMMODATIONS**

AHP welcomes presenters of all ability levels. To discuss accessibility and accommodations needed to participate fully in this event, please self-identify below:

- I do not need special accommodations.
- I am requesting special accommodations due to a disability. Please provide details regarding your needs: \_\_\_\_\_

### **STEP 2. PROPOSAL INFORMATION**

Please take the time to submit a thoughtful proposal that clearly articulates the intent of the session. Correct spelling and grammar help readability and comprehension.

### **Learning Formats and Levels**

1. Which learning format is your proposed session?
  - a. Case Study (45 minutes + 15-minute Q&A)
  - b. Express Talk (20 minutes + 25-minute discussion)
  - c. Flipped Classroom (virtual presentation + 60-90 minute in-person workshop)
  - d. Learning Lab (75-90 minute workshop)
  - e. Panel Discussion (60 minutes)
  - f. Seminar (45 minutes + 15 minute Q&A)
2. Which Professional Pathway knowledge level is your session geared toward?
  - a. Fundamental (entry-level, 0-3 years)
  - b. Specialist (applied, 3-8 years)
  - c. Executive (strategic, 8+ years)

### **Session Title & Description**

1. Session Title (Limit 10 words)  
Please submit, in 10 words or less, your session title. **IMPORTANT:** Do not include presenter, company or product names anywhere in the session title.
2. Short Session Description (Limited to 50 words)



Pitch this session to prospective attendees in just one sentence.

3. Long Session Description (Limited to 150 words)

Please describe the overall focus and goal of the session, including key points and supporting topics. **IMPORTANT:** Do not include presenter, company or product names anywhere in the description.

### Learning Outcomes

Please clearly define how your session will support attendees' knowledge and skills for use in their jobs. Put emphasis on participants acquiring skills, rather than simply receiving knowledge and information. For example, "Participants will be able to improve their legacy giving programs by using blended gifts effectively".

- a. Outcome 1:
- b. Outcome 2:
- c. Outcome 3:

### Instructional Flow

How would you describe the instructional flow for this session? What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to instruction that go beyond a basic approach are strongly encouraged. Please be specific.

### Track

Which educational track is the best fit for your proposed session? (Select only one)

- |                                   |                              |
|-----------------------------------|------------------------------|
| ▪ Annual Giving                   | ▪ Chief Philanthropy         |
| ▪ Major & Transformational Giving | ▪ Officers/Leadership        |
| ▪ Planned Giving                  | ▪ Philanthropy Operations    |
| ▪ Board & Volunteer Engagement    | ▪ Hospice Philanthropy       |
| ▪ Corporate & Foundation Giving   | ▪ Marketing & Communications |
| /Sponsorship                      |                              |

### Primary Topic Area

What is the primary topic area that best describes the focus of your proposed session? (Select only one)

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| ▪ Annual Giving                   | ▪ Board & Volunteer Engagement  |
| ▪ Major & Transformational Giving | ▪ Corporate & Foundation Giving |
| ▪ Planned Giving                  | /Sponsorship                    |



- Chief Philanthropy Officers/Leadership
- Philanthropy Operations
- Hospice Philanthropy
- Marketing & Communications
- Artificial Intelligence & Digital Transformation
- Building an Inclusive Culture & Team
- Clinician Engagement
- Employee Campaigns
- Fundraising for Health Equity
- Stewardship & Donor Relations
- Succeeding as a Small Shop
- The Role of Events in 2025
- Other (please specify)

### Target Audience

While we know that people from many backgrounds may gain value from your proposed session, please indicate the primary audience that will benefit the most.

Target Organization Type (select all that apply)

- Health systems
- Community hospitals
- Children's hospitals
- Academic medical centers
- Hospice/long-term care
- Other (please specify)

Target Organization Size (select one)

- Small shop (1-9 staff)
- Medium shop (10-34 staff)
- Large shop (35+ staff)
- Any size

Target Job Role (select one)

- Chief philanthropy officer
- C-level, executive team, VP
- Director level
- Manager level
- Employee (non-manager)
- Other (please specify)



## **Optional File Upload**

Please upload any supplementary materials you would like to share with the proposal reviewers (if applicable).

## **Submitting Your Proposal**

When you are ready to submit your session proposal, you may do so through [this form](#). Please remember all submissions must be received by January 31, 2025.

## **Questions?**

Email [education@ahp.org](mailto:education@ahp.org) with any questions about the submission process or the 2025 conference.