



Children's Miracle Network Hospitals CDO Summit

Thursday, April 22, 2021; 1:00 – 4:00 pm EST

**Children's
Miracle Network
Hospitals**

Agenda

Agenda topic guide: O – operational; S – strategic; V – visionary

Welcome & General Business (O)

Steve Rum

CMNH Partnership Model (O)

Jena Pado

CMNH Strategy and New Business (O/S)

CMNH Executive Team

Direct Response TV (S/V)

Grant Harris/Maureen Carlson

Learn about CMN Hospitals 2021 pilot of Direct Response Television (DRTV). DRTV is a high performing advertising tool used by many nonprofits for acquiring monthly donors and increasing overall fundraising. CMN Hospitals will test the medium in Q3/Q4 via the national marketplace to see if DRTV is a viable option to increase fundraising for our network.

COFFEE/TEA BREAK

BREAKOUT (choose 1 of 2)

30 Min

- New Fundraising Realities in a Post COVID World (O/S)

Join **Dawn Wilcox**, Vice President, Corporate Partnerships, Children's Hospital Los Angeles to discover how CHLA re-imagined fundraising during a global health crisis and created a new path for donor and partner engagement.

- Remote and Hybrid Models (O)

With so many different work models, which one is right for your hospital? Join **Jenine Rabin**, Executive Vice President, Johns Hopkins All Children's Foundation for a robust discussion about what the future of the "office" will look like.

Strategic Planning Post COVID (S)

Bryan Horvath/Kevin Gosa - Nonprofit Velocity

The growing volatility in our world demands nonprofits and fundraisers embrace agile and creative approaches to planning and problem solving. As we look to a coming post-pandemic environment we must develop the skills and thinking necessary to help us lead both decisively and flexibly. Learn practical and tested practices from two experts on how they've worked with clients before and during the pandemic to embrace their "moments" and use this crisis and other challenges and opportunities to build a more sustainable, scalable, and successful fundraising operation.

Open Dialogue

Adjourn