



Iowa Hospital Foundation Professionals/ Healthcare Marketing and Public Relations Joint Spring Conference

Wednesday, May 1



CONFERENCE OVERVIEW

Effective marketing, public relations and foundation support are vital to the success of any hospital. The Foundation Professionals for Iowa Hospitals and Iowa Society for Healthcare Marketing and Public Relations strive to serve hospital communications and foundation development professionals by sharing ideas and networking. This year's spring conference highlights online research tools and communications strategies through presentations and breakout sessions.

INTENDED AUDIENCE

- Hospital marketing and public relations professionals, including digital marketers, social media managers and leadership.
- Fundraising roles, hospital foundation advancement professionals, senior leadership, and foundation board members in hospitals and health systems.

CONFERENCE AGENDA

8:30 a.m. Registration and breakfast

9 a.m. Welcome and introductions

Tara Slevin, FPIH President, Chief Philanthropy Officer, Methodist Jennie Edmundson, Council Bluffs

9:30 a.m. Iowa Hospital Association Advocacy Update

Erin Cubit, Senior Director of Advocacy, Iowa Hospital Association, Des Moines

Legislative and regulatory advocacy is a vital function of the Iowa Hospital Association and an essential duty of health care stakeholders. Understanding and supporting these issues is critical in today's complex health care environment. This session will provide updates about legislative and regulatory issues and other policy developments.

Learning objectives:

- Discuss updates about legislative and regulatory issues facing the Iowa Legislature and U.S. Congress and their impact on hospitals.
- Explain how to get involved with IHA advocacy efforts.
- Outline components of IHA's state and federal legislative agendas.

10 a.m. General Session – Maximizing Efficiency: Online Research Tools to Leverage Your Time

Eric Heining, CFRE, President, EDEN+ Fundraising Consulting, Des Moines

Eric will explore online research tools to maximize your time. CRM systems, foundation databases, AI-driven solutions and free tools like LinkedIn can help quickly identify, analyze and prioritize potential donors in a fast-paced organization. Explore best research practices and learn how to make data-driven decisions using analytics tools, gain insights into donor behavior and optimize campaigns. This session offers practical insights to propel organizations forward in today's digital landscape.

Learning objectives:

- Explore best practices in research.
- Identify online research tools that fit your needs.
- Learn how to make data-driven decisions using analytics tools.

11 a.m. Break

11:15 a.m. FPIH Breakout – Building a Sustainable Future: Planned Giving for Iowa’s Hospitals

Eric Heining, CFRE, President, EDEN+ Fundraising Consulting, Des Moines

Planned giving is a deeply personal decision that can make a powerful, lasting impact for generations. Eric will delve into strategies tailored to donors statewide, including bequests, charitable gift annuities and trusts designed to secure long-term support. Learn to effectively communicate the impact of planned gifts, navigate legal considerations and build trusting relations. Plus, insights from case studies will help develop a tailored planned-giving program to ensure sustainable futures for organizations.

Learning objectives:

- Communicate the impact of planned gifts.
- Develop a planned giving approach.
- Learn types of strategies to target doors.

11:15 a.m. ISHMPR Breakout – Taking Your Social Media Strategy to the Next Level

Jeff Raasch, Head of Content, University of Iowa Health Care, Iowa City

Social media is a powerful tool for engaging with target audiences. Still, it comes with various challenges, including changing algorithms, cluttered news feeds and the latest trends every other day. Jeff will show how to create and implement a social media strategy that helps connect with primary audiences and aligns with organizational goals.

Learning objectives:

- Learn how to create a social media strategy that defines goals and audiences, a content plan, a monitoring/engagement plan, measurement and critical processes.
- Learn tips to create engaging content for social media that will help audiences connect with the organization.

12:15 p.m. Lunch and Small Group Discussions About Hot Topics

1:15 p.m. FPIH Breakout – The Role of the CEO and C-suite in Philanthropy

Randall Hallett, Ed.D., J.D., MBA, B.S., CFRE, CEO and Founder, Hallett Philanthropy, Omaha, Nebraska

CEOs and future CEOs are not ready for ever-increasing fundraising and philanthropy responsibilities. Yet philanthropy is the cheapest form of new revenue and can be accessed more quickly than most other revenue sources. Philanthropy is positive for hospital finances and requires appropriate engagement from CEOs and C-suites. This seminar will discuss how to help CEOs and the C-suite be ready for the challenge.

Learning objectives:

- Appreciate the true importance of CEOs and C-suites regarding philanthropic success.
- Realize the hurdles and potential solutions in the seismic effort to engage the CEO and C-suite more in philanthropic activities.
- Understand the success of higher education (as a comparison) as it pertains to a model for engaging the CEO in philanthropy.

1:15 p.m. ISHMPR Breakout – Generative AI in Marketing

Chris Porter, Director, Artificial Intelligence Program, Associate Professor and Co-chair, Department of Mathematics and Computer Science, Drake University, Des Moines; Chris Snider, Associate Professor, Department of Journalism and Mass Communication, Drake University, Des Moines

Generative artificial intelligence is here, and it will affect everyone’s lives. But this is not a peek into the future. We can use these tools to be more productive with our time and do things we couldn’t before. This session will walk you through the state of generative AI and include tools you can use now for many tasks, including writing and summarizing text, brainstorming innovative ideas, and creating and editing multimedia content.

Learning objectives:

- Learn about tools for creating multimedia content using generative AI.
- Understand the role of prompting to get better results from AI tools.

2:15 p.m. Break

2:30 p.m. **Communicating With Your Community**

Corrie Oberdin, Founder, Oberdin Consulting, Bellevue

This presentation will include tips on communicating your message effectively in your community. Whether you're promoting a fundraising campaign or need tips on marketing to your demographics, this session will cover the do's and don'ts of effective communication with your audience.

Learning objectives:

- Developing audience profiles to figure out "who" you are talking to.
- Looking outside your social footprint for story ideas and for what people are saying about you.
- Planning social media content ahead of time.
- Social media engagement with small teams.
- Sourcing impactful social media content for these audiences.

3:30 p.m. **Adjourn**

Cydney Shriver, ISHMPR President, Marketing Specialist, Myrtue Medical Center, Harlan

FACULTY

Erin Cubit is senior director of advocacy at the Iowa Hospital Association. Cubit works on federal and state lobbying activities as well as regulatory policies. Outside of government relations work, she is the staff liaison for the Foundation Professionals for Iowa Hospitals personal membership group. Cubit also leads the Hospice and Palliative Care Association of Iowa. Cubit received her bachelor's and master's degrees in public policy from the University of Northern Iowa.

Randall Hallett is the CEO and Founder of Hallett Philanthropy, a full-service consulting firm. Before founding Hallett Philanthropy, he was the president and principal consultant of a leading philanthropy consulting firm. As a consultant, he's worked with universities, health care systems, hospitals and community nonprofits worldwide. Before consulting, Hallett was the chief development officer and a senior executive at the University of Nebraska Medical Center, where he was responsible for all aspects of fundraising. Before this, Hallett spent 15 years as a chief development officer with educational institutions, overseeing \$20 million-plus campaigns, alum offices, admissions, marketing and external relations. He holds a bachelor's degree in business and finance from the University of Nebraska-Omaha, an MBA and a law degree with a focus on taxation issues of estates and trusts from the University of Missouri-Kansas City, and an education doctorate in leadership from the University of St. Thomas. Hallett's latest book, "Vibrant Vulnerability: Mastering Philanthropy for Today and Tomorrow's Health Care CEO," delves into the relationship between fundraising and non-fundraising CEOs.

Eric Heininger, MBA, CFRE, is a seasoned philanthropic professional skilled in data-driven strategies for major gifts and stewardship. Heininger is president of EDEN+ Fundraising Consulting in Des Moines and is an Association of Fundraising Professionals-certified master trainer and founder of the Des Moines Fundraising Institute. With over a decade of experience across diverse nonprofit sectors — including social services, human rights and education — he excels in fundraising for charitable causes. Heininger inspires donors nationwide, ensuring sustained nonprofit support through compelling narratives and effective engagement strategies.

Christopher Porter is the director of Drake University's artificial intelligence program and an associate professor of computer science. Before joining Drake in 2016, Dr. Porter held postdoctoral positions at the University of Paris Diderot and the University of Florida. He received a joint doctorate in mathematics and philosophy in 2012 and an undergraduate degree in mathematics from Gonzaga University in 2003.

Corrie Oberdin has more than 22 years of experience in digital marketing and more than 17 years of experience developing social media campaigns. She has developed community marketing programs for video games and television shows and created social media programs for financial institutions, child advocacy centers, food service suppliers and community nonprofits.

Jeff Raasch is head of content at the University of Iowa Health Care. Raasch's team manages the @uihealthcare, @uichildrens and @iowamed accounts with 250,000 followers. In 2023, his team won a national eHealthcare Leadership Award for Best Social Media. Raasch also leads the University of Iowa Health Care's digital content development, including strategy, follow-through and external promotion. Before joining University of Iowa Health Care in 2016, he spent 10 years as a journalist, including with the Cedar Rapids Gazette and the Ames Tribune.

Chris Snider is an associate professor at Drake University. He teaches social media and digital media courses to undergraduate and graduate students. Before joining Drake, Snider was a journalist in Baltimore, St. Louis and Des Moines. He moved to Des Moines in 2005 to start Juice magazine. Snider teaches workshops and presents on topics ranging from social media strategy and personal branding to generative AI. He also writes a weekly email newsletter about new developments in social media.

REGISTRATION

Register online at www.ihaonline.org.

- ISHMPR/FPIH member – \$50
- Associate member – \$175
- Non-IHA members – \$350



CONTINUING EDUCATION

Full participation in the Iowa Hospital Foundation Professionals/Healthcare Marketing and Public Relations Joint Spring Conference is applicable for 4.5 points in Category 1.B-Education of the CFRE International application for initial certification or recertification.

PROGRAM INFORMATION

IHA Conference Center, 100 E. Grand Ave., Suite 100, Des Moines.

- If you have dietary restrictions or allergies, email iharegistration@ihaonline.org.
- Dress for the conference is business casual. Layered clothing is recommended for your comfort.
- This is a paperless conference. IHA will email conference materials when available.

This program will be recorded. If you cannot attend but would like a recording sent to you, select the "conference recording only" box when you register.

LODGING

IHA has a discounted corporate rate attendees can use for overnight accommodation. The discounted rate is offered to IHA event attendees on "non-last room" availability, meaning there are times when this rate will not be available because of high demand. Book early if you think you may need arrangements. When calling, please reference the corporate ID:

[Staybridge Suites Des Moines](#)

Corporate rate: \$133/night plus taxes

515-280-3828

Corporate ID No.: 786828419

[Downtown Des Moines AC Marriott](#)

Corporate rate: \$174/night plus taxes

515-518-6060

Corporate ID Code: 3QR

CANCELLATION/REFUND POLICY

- Cancellations and substitutions are welcome anytime. Email cancellations and substitution requests to iharegistration@ihaonline.org.
- IHA will refund cancellations received 10 or more business days before the conference.
- IHA will charge a \$50 administrative fee to cancellations received six to nine business days before the conference.
- IHA will not refund cancellations received five or fewer business days before the conference.
- IHA will calculate refunds by the date received and the IHA business days remaining before the conference.
- IHA may cancel the conference because of low enrollment. If so, IHA will notify preregistered participants and provide full refunds.

ADA POLICY

IHA does not discriminate in its educational programs based on race, religion, color, sex or disability. IHA wishes to ensure no one with a disability is excluded, denied services, segregated or treated differently than others because of the absence of auxiliary aids and services. If you need auxiliary aids or services identified in the Americans With Disabilities Act to attend this conference, call IHA at 515-288-1955, or write to the IHA Education Department.