Certified Fund Raising Executive
The credential for fundraising professionals

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) a record of the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended and, where necessary, fill in the session title. At the end of the conference, add up the total number of hours. Keep this sheet and you will be ready to complete your application form. All of the session slots listed are eligible for continuing education points on your CFRE application for initial certification and/or recertification. Sessions not listed here are not eligible for points.

Activity Organizer: Association of Fundraising Professionals (AFP)
Title of Activity: 48th AFP International Conference on Fundraising
Names of Presenter(s): Various
Dates and Location: 18 – 22 March, 2011 – Chicago, IL

Date: Friday/Saturday, 18/19 March, 2011
Friday Session: 8:00am – 4:30pm (7.0 hrs)
☐ CFRE Review Course
Saturday Session: 8:00am – 4:30pm (7.0 hrs)
☐ CFRE Review Course

Date: Friday/Saturday, 18/19 March, 2011
Friday Session: 7:30am – 5:00pm (7.0 hrs)
☐ CFRE Review Course
Saturday Session: 7:30am – 5:00pm (7.0 hrs)
☐ CFRE Review Course

Date: Saturday, 19 March, 2011
Saturday Session: 9:00am – 5:00pm (7.0 hrs)
☐ AFP/APRA: Demonstrating Return on Investments: Analyzing Your Fundraising Business
Saturday Session: 9:00am – 5:00pm (7.0 hrs)
☐ AFP CEO School – CEO 2.0: Innovator, Change Agent, Leader

Date: Sunday, 20 March, 2011
Session: 10:15am – 11:30am (1.25 hrs)
☐ Breakouts:
  • Kick Off your Relationship Building Skills and Make this Conference One to Remember!
  • New Age Direct Response Panel
  • Take Your Board from Bored to Blazing: 7 Steps to Motivate and Fire UP Your Board for Action
  • The Next Generation of Giving – 1 Year Later

Session: 12:15pm – 12:45pm (.5 hrs)
☐ Breakouts:
  • Buzz1: The King of Acres: How to Run a Successful Fundraising golf Tournament

Date: Monday, 21 March, 2011
Session: 8:00am – 9:15am (1.25 hrs)
☐ Breakouts:
  • ACFRE: Called to Serve: A Vision of Philanthropic Work and Leadership
  • AG4: Annual Giving...How to Change Lives Through Loyal Donors...
  • CC6: Fab Case Statements: “Why Should I Give You My Hard-Earned Money?”
  • DN2: Philanthropy of the Faithful: Engaging the Nations’ Most Generous Donors
  • DR1: Hispanic Marketing: A Guide to Success
  • IF3: Leveraging Corporate Sponsorships: Stop Leaving Money on the Table
• IF8: Beyond the Proposal: how to Jump-Start Your Foundation Grants Program
• MA10: Fundraising Strategies to Build a Sustainable Organization
• MA7: International Perspectives to Inform Our Best Practices
• MG3: Mastering the Art of Discovery Calls
• MG4: How to Successful Involve the Leadership and Volunteers in The Ask
• MKT4: Sales and Marketing are Not 4-Letter Words
• PD2: Passion-Centered Fundraising
• PG1: Rights and Responsibilities of Charitable Beneficiaries in Decedent’s Estate and Trust Administration
• SE1: A Strategic Approach to Old Fashioned Parties
• SI10: Holy Cow – Successful Fundraising Strategies for Faith-Based Organizations

Session: 9:30am – 11:00am (1.5 hrs)
□ General Session: The J. Richard Wilson Keynote Address: A Conversation with Queen Latifah, Musician, Television and Film Actress, Philanthropist, Author

Session: 11:15am – 12:00pm (.75 hrs)
□ Buzz4: Camera Phone Fundraising
□ IE5: Innovative Leadership: Generating New Ideas to Creating a Collaborative Team

Session: 12:15pm – 1:00pm (.75 hrs)
□ Buzz5: Strategies for Taking Annual Funds of all Sizes to the Next Level
□ IE4: How to Become a Conference Presenter

Session: 1:15pm – 2:30pm (1.25 hrs)
□ Breakouts:
  • AG2: The Voice of Philanthropy
  • CC1: Evaluating Potential and Your Constituency through Prospect Assessment and Studies
  • Distinguished Speaker: Dynamic Diversity in the New Decade: What We Know – and Need to Know – to Build Inclusive Programs
  • DR5: CSI: Chicago – Copy Scene Investigation
  • IF1: The Art, Science and Secrets of America’s Top Grant Writers
  • IF5: To Fund or Not to Fund
  • MA4: Wikis, and Blogs and Waves OH My!
  • MA6: Finding, Recruiting, Motivating and Training Fundraising Volunteers
  • MKT7: How to Engage the Media: Increase Your Visibility to Boost Your Bottom Line
  • PD3: Development Work – It’s All Improv!
  • PG5: Language to Open Conversation About Bequests and Other Gift Plans
  • PP4: AFP Ethics Presents: First Things First in Spanish
  • PP7: What to Do When State Regulators Are Looking At You
  • SE2: Using Cultivation Events to Build Your Donor Base
  • SI3: Engaging an Inclusive Definition: Understanding Higher Education Alumni Giving in the LGBTQI Communities

Session: 1:45pm – 2:30pm (.75 hrs)
□ Buzz6: Face-to-Face Fundraising: What Works and What Doesn’t
□ IE6: All Things PAD

Session: 2:45pm – 4:00pm (1.25 hrs)
□ Breakouts:
  • AG1: Meeting Fundraising Goals – Where Do You Begin
  • Distinguished Speaker: Dynamic Diversity in the New Decade: What We Know – and Need to Know – to Build Inclusive Programs
  • DR3: How to Build a Highly Successful Monthly Donor Program
  • IF2: Corporate Relations and Fundraising: What is the Connection with the Bottom Line?
  • MA12: Firing Lousy Board Members
  • MA2: Constructing Your Policy Manual
  • MA5: Public Trust and Nonprofit Reporting: An Empirical Study on How the Public Views Nonprofit Websites
  • MG9: Are You Listening?
  • PD1: Fundraising for Introverts
  • PG3: Donor-Centered Marketing Tips to Boost Planned giving Results
  • CC5: how to Run a Successful Endowment Capital Campaign while Keeping the Annual Fund Alive
  • PG6: Reaching Seniors!
  • PP6: Regulation, Ethics and Philanthropy: A Sector Wide Dialogue in the Interest of the Public Good
  • SI7: Reinventing the Constituent Experience: How to Harness Your Data and Communications
Date: Tuesday, 22 March, 2011  
Session: 8:00am – 9:00am (1 hrs)  
- ACFRE2: From Bonsai to Redwood – Cutting Edge Thinking from the Frontiers of Philanthropy  
- AG3: Moving from Mission-Based to Revenue Generating Social Networks  
- CC4: Campaign Clinic: Creative Solutions in Challenging Situations  
- Distinguished Speaker: Getting to Give  
- CC7: Are You Ready? Does a Campaign Meet Your Funding Needs?  
- CC8: Turning Leadership Donors Into Lifetime Partners  
- DN3: Creating a Culture of Philanthropy and Stewardship – A Sure Path to Big Gifts! Part I  
- DN5: Today’s Students, Tomorrows Donors  
- MA11: I’m Leaving  
- MA3: The coming Gender Transition in Wealth  
- MG6: Major Gifts for Major Impact  
- MKT5: Grow 27 Percent This Year  
- MKT8: Donor-Centered Gift Planning Marketing  
- PP2: Donors, Data and Dignity  
- SI1: A Case Study in Global Women’s Philanthropy in the 21st Century  

Session: 9:15am – 10:15am (1 hrs)  
- CC2: Campaigning Successfully When Unconventional Approaches Test Conventional Wisdom  
- DN4: Creating a Culture of Philanthropy and Stewardship – A Sure Path to Big Gifts! Part II  
- DN6: How Tweet it is to Have a Friend like You(Tube)  
- IF6: Corporate and Foundation Grant Writing in a World of Changing Expectations  
- MA13: The Ever-Changing World of Small Non-Profit Boards…  
- MG2: Begin at the End…Ease and Clarity in Testamentary Planning  
- MG8: 30 is the New 50: Engaging Major Donors Across the Generations  
- MKT1: Five Steps to Multi Channel Monthly Donor Acquisition  
- MKT6: The Power of Passion: Creating Spokespeople Who Shine  
- PG2: Blending Traditional Direct Marketing Techniques with New Media  
- Distinguished Speaker: Getting to Give  
- PP3: The IPO Standard: Aligning Individual, Professional and Organizational Values  
- SE4: The Velvet Rope: Creating a VIP Experience at Your Special Event  
- SI2: Top Ten Technology Trends for Nonprofits  
- SI4: Engaging and Cultivating Donors of Color  
- SI8: Women, Money and Philanthropy  

Session: 10:30am – 11:15am (.75 hrs)  
- Buzz7: Yea, Yup, Right on – Getting the Younger Donor to Say “Yes” to Your Nonprofits  
- IE7: Publishing a Book in the AFP/Wiley Fund Development Series  

Session: 10:15am – 12:00pm (1.75 hrs)  
- Distinguished Speaker: The Power of Story  

Session: 11:30am – 12:15pm (.75 hrs)  
- Buzz8: Navigating the Waters in a Sea of Social Media  

Session: 12:45pm – 1:45pm (.75 hrs)  
- CC3: International Rescue Committee’s Freedom Fund  
- DN7: A Facebook Fan Page You Donors Will Like (or Even Love)  
- DR2: How to be so Good at Fundraising You only Need to Work Afternoons, Three Days a Week  
- DR4: Together at Last: The Happy Union of Online and Offline Fundraising!  
- Distinguished Speaker: The Power of Story  
- IF4: How to Have Your Cake and Eat it Too! Mixing Cause Marketing and Individual Giving  
- MA1: Developing Future Leaders  
- MA9: How High is Up? The Fund Development Audit  
- MG1: The New Philanthropists  
- MG7: Women, Wealth and Giving  
- MKT3: Mobile Giving: Why You Need to Get Started Now  
- SE5: The Latest in Innovative Fundraising Events  
- SI5: Outlook for the US and Global Economies: What Does This Mean for the Wealth of Philanthropists and Potential Giving?
• SI9: How to Maximize Matching Gifts Dollars and Create a Matching Gift Program

Session: 2:00pm – 3:00pm (1 hrs)
□ General Session: Embracing our Common Humanity

Total number of contact hours attended:

(Number of contact hours = number of Education points)

*Be sure to add these hours to your online application*