CONTINUING EDUCATION POINTS TRACKER

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: 2008 AFP International Conference  
Names of Presenter(s): Various  
Dates and Location: 30 March/2 April, 2008 – San Diego, CA

Date: Saturday, 29 March, 2008  
Session: 9:00am – 12:00am (3 hrs)  
☐ Creating a Joyful Donor and Making an Artful Ask  
☐ Reality Grantmaking  
☐ Charity or Nonprofit Business? The Road to Social Enterprise

Session: 9:00am – 5:00pm (6.5 hrs)  
☐ Management School  
☐ The Planned Giving School  
☐ Keep your Donors: Your Guide to Better Communications and Stronger Relationships  
☐ Moving from Annual to Major Gifts: Partners in Prosperity  
☐ The Development Plan – The Foundation of Success

Session: 2:00pm – 5:00pm (3 hrs)  
☐ Treasure Hunter! Master the Art of the Multiple Ask  
☐ Planning and running a Capital Campaign with Limited Staff and a Modest Budget  
☐ 7 steps to Happy, Productive Administrative and Program Volunteers (not Board)  
☐ Winning Gifts – Delighting Donors

Date: Sunday, 30 March, 2008  
Session: 9:00am – 12:00am (3hrs)  
☐ Planning for Success: The Annual Campaign  
☐ How to Jump-Start Planned Giving at Your Organization with an Effective Wills Emphasis Program  
☐ Preparing for a Capital Campaign  
☐ Fundraising Communications Boot Camp

Date: Monday, 31 March, 2008  
Session: 8:00am – 9:15am (1.25 hrs)  
☐ More than Charisma: Characteristics of Reflective Professionals (NFR)  
☐ The Annual Fund: Building the Base for Everything Else  
☐ Creating a Successful Philanthropy Partnership with your Board of Directors  
☐ Fabulous Case Statements 101  
☐ The Power of Passionate Fundraising  
☐ If Aristotle Wrote Direct Mail: Classic Principles for Persuasive Solicitation Letters  
☐ Crafting the Grant Proposal Budget  
☐ Social Justice and Progressive Philanthropy: A Subversive Act  
☐ Developing an Innovative Culture  
☐ Eight Proven Strategies for Keeping Development Efforts on Target  
☐ Emerging Trends in Naming Opportunities  
☐ Turning Annual Donors into Major Gifts Prospects  
☐ Moving beyond the Database to Build a True Base of Support—A Refreshing New Look at the Job of a fundraiser

☐ How to Identify Planned Giving Prospects  
☐ Nonprofits should be Sustainable and Socially Responsible: Is Yours?  
☐ Signature Events  
☐ Passing the Torch: Attracting & Cultivating the Next Generation of Philanthropists…The Dialogue Continues  
☐ What Makes Jewish Fundraising Unique—Isn’t a Dollar a Dollar?  
☐ Ten Common Mistakes in Selecting Donor Databases (And How to Avoid Them)  
☐ Mobilizing Massive Amounts of People to Make a Difference

Session: 1:15pm – 5:00pm (3.75 hrs)  
☐ Hear it from the ACFRE Authors: Top Level Stuff from the Field (NFR)

Session: 3:45pm – 5:00pm (1.25 hrs)  
☐ Annual Giving – How to do it well…Over and Over and Over Again!  
☐ Fire up Your Board Members for Fundraising  
☐ Planning and Building Endowment  
☐ New Trends in Sponsorship  
☐ The Power of Passionate Fundraising  
☐ Direct Response Karaoke – How to Ensure Your Fundraising Program Sings!  
☐ Strategic Planning for Fundraising Success  
☐ Developing an Innovative Culture  
☐ What’s the Question Again? Coaching Development Staff in the Art of the Ask  
☐ Emerging Trends in Naming Opportunities  
☐ They Don’t Know How Good You Are: Elevating Your Fundraising Through Strategic Communications  
☐ Starting a Planned Giving Program in a Small Shop: Building a Timeline and Budget  
☐ Ethical Dilemmas and What to do About Them  
☐ Who is watching you now? A Review and Update of State Regulation of Charitable Fundraising and the Impact of the new Form 990  
☐ Reducing the Risk of Special Events  
☐ Engaging Leadership in Ethnic Philanthropy  
☐ The Power of TrueCRM: Unleashing Integrated Online and Offline Strategies to Get Results  
☐ Mobilizing Massive Amounts of People to Make a Difference

Date: Tuesday, 1 April, 2008  
Session: 8:00am – 9:15am (1.25 hrs)  
☐ Advanced Annual Giving Techniques: Taking your Program to the Next Level  
☐ Fire up your Board Members for Fundraising
Find Seven-Figure Donors you didn’t know you had: The Crocker Art Museum Story of Success
Stewardship Trends that Impact Your Development Strategy
Mining for Gold: Using Modeling to Find Hidden Treasure
Foundation Fundraising: Finding the Right Match
Good to Great in the Smaller Development Shops
Finding and Keeping Staff for Your Shop
Fundraising Effectiveness Project Overview
Become a Better Major Gift Negotiator
The Untapped Potential for Major Giving: Online Marketing Tools for Cultivation and Stewardship
Radical Web2.0 Marketing for Conventional Non-Profits
New Tools to Help Attract Nonprofits and Contributors
How to make Your Planned Giving Results go up Faster than Gas Prices
Ethical Dilemmas and What to do about them
Use of Technology in Special Events to Enhance Sponsorship Offerings
From South of the Rio Grande to Tierra del Fuego – Fundraising in Latin America
Leave the Suit at Home: Fundraising from and for Rural Communities
Training Fundraising Volunteers…If I have to do it myself, where do I begin?

Session: 1:30pm – 2:45pm (1.25 hrs)
It Works!...When we work together
Bored Board?: How to Enliven Leadership and Accountability to Achieve Fundraising Results
How Ethical and Mismanagement Issues Can Damage Fundraising
Launching a Successful Public Private Partnership
Stewardship Trends that Impact Your Development Strategy
Leadership and Management: Making Things Happen
Taking the Mystery Out of Strategic Planning in Nonprofits
The Next Generation of Development Professionals
Become a Better Major Gift Negotiator
Advanced Major Gift Strategy Development Part I and II
Making your Case – Telling Your Story
Charitable Connections
Looking Inside: Finding your Personal Connection to Philanthropy
Endowment and Planned Giving Campaigning—A Comprehensive Approach
Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers
Guinness World Record Face-Off Raises Funds
Getting the Money out of the Closet: Unique Issues in raising funds from LGBT Donors
How to Raise Your First $100,000
Web2.0: Building Online Social Networks
Your Constituents: More than Just a Piggy Bank

Session: 3:00pm – 4:15pm (1.25 hrs)
CSI – Combing Supporter Information: Best Practices in Data Analytics
Fundraising Rainbow Coalition: Diversity’s Impact with Boards and Donors
The Critical Link between Strategic Planning and Successful Campaigns
American Express Charitable Gift Survey
Multi-Channel Direct Response Fundraising—Ideas that Work!
The Impact of Inefficiency: An Opportunity to Improve the Grantmaking Application and Reporting Processes
Fundraising on a Shoestring: How Small Budgets Can Result in Big Gifts
Advanced Major Gift Strategy Development Part I and II
The Magic of Seven and Couple Giving
Harnessing the Power of Relationships through Email Marketing
A New Generation Reinvents Philanthropy
Breakthrough Development Concepts
The Mystery of Planned Giving: How to Effectively Educate, Inform, and Involve Professional Advisors in your Planned Giving Program
Effective Advocacy
Women as Philanthropists
Tuning in to Hispanic Donors
Strategies to Build Online Success
Training Fundraising Volunteers…If I have to do it myself, where do I begin?

Date: Wednesday, 2 April, 2008
Session: 10:00am – 12:00pm (2 hrs)
Intermediate Giving Programs – Boosting revenue from Valuable Donors
How to Help Solicitors Overcome their Fears about Asking
Awaken the Sleeping Giant: Emerging Best Practices to Engage your Board
Campaign Readiness…If only I knew
Cultivation Matrix: It’s No Mystery
Weaving Donor Relations into the Fabric of your Organization
Leveraging your Donor Pyramid – The Case for Deep more than wide
Mr. Webster, Where are you when we need you? New Definitions of Philanthropy and Nonprofit Revenue
Ready, Set, Ask! Preparing for and Making In-Person request for Major Gifts
For Fundraising Purposes, How best can the Asian American Community be Utilized? (NFR)
Raising Big Bucks with E-mail
Find them and Keep them: Recruitment and Retention of Good Volunteers

Distinguished Speakers (.75 hrs)
Arthur C. Brooks
Dr. Ronaldo I. Archer – Professional Fund Raisers are like Tea Bags: You don’t know how strong they are until they are placed in hot water: How to become an agent of change and not a victim
Emmett D. Carson, Ph.D. – Networking: How Silicon Valley works with philanthropic organizations
Dawn Riley – Experiences in the America’s Cup (NFR)

Distinguished Speakers (1.0 hrs)
Erik Wahl (NFR)

Diversity Workshop (2 hrs)
Non Fundraising Related Workshop

Total number of contact hours attended:
(Number of contact hours = number of Education points)