CONTINUING EDUCATION POINTS TRACKER

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 for Fundraising Professionals (AFP)
Title of Activity: 44th International Conference on Fundraising
Names of Presenter(s): Various
Dates and Location: 24 March – 28 March 2007 * Dallas, Texas

Date: Saturday, 24 March 2007
AFP Academy for Professional Development

Academy Session 1 (9:00 am – 5:00 pm)
Each Session = 7.0 hrs
☐ Consultants’ School
☐ Management School

Professional School (9:00am – 5:00 pm)
Each Session = 7.0 hrs
☐ Mapping Your Future: Strategies to Achieve Your Dreams**
☐ Winning Foundation Grants
☐ Writer’s Workshop: Developing Creative Packages and the Case for Support

Professional School (9:00am – 12:00 pm)
Each Session = 3.0 hrs
☐ Raising More Money: Re-Igniting the Passion for your Mission
☐ Planning and Running a Capital Campaign with Limited Staff and a Modest Budget
☐ Writer’s Workshop: Developing Creative Packages and the Case for Support

Professional School (2:00pm – 5:00 pm)
Each Session = 3.0 hrs
☐ Fundraising 101: Identifying, Interesting, and Involving Potential Major Donors so They Will Invest in Your Organisation
☐ How To Ask For And Get Major Gifts
☐ Cause Marketing for Nonprofits: Partner for Purpose, Passion and Profits
☐ Growing You Personal Style for Professional Success**

Date: Sunday, 25 March 2007
AFP Academy for Professional Development

Professional School (9:00am – 12:00pm)
Each Session = 3.0 hrs
☐ Fundraising Communications Boot Camp
☐ Moving from Annual Giving to Major Gifts: Partners in Prosperity
☐ Inside the Box
☐ Webster’s Defines Dysfunctional As: Your Board

Diversity Workshop (1:00 – 3:00pm)
Session = 2.0
☐ Diversity by Tracy Brown**

Affinity Networking Sessions (3:15pm – 4:15pm)
Each Session = 1.0 hr
☐

Date: Monday, 26 March 2007
Educational Session 1 (8:00 am – 9:15 am)
Each Session = 1.25 hrs
☐ The Endowment Campaign Made Easy
☐ Capital Campaign Feasibility Studies: How, What, When, Why
☐ Barking Mad with Tails Wagging in the Breeze
☐ Developing Monthly Face-to-Face Programs
☐ Donor Centered Fundraising
☐ To Get the Big Gift, Think Like A Donor
☐ 10 Things We Wish We’d Known When We Started in Fundraising
☐ The Relationship Between the CEO and the CDO
☐ How Nonprofits Can Improve on Performance
☐ Major Gift Fundraising: Myths, Mistakes and How to Make More Money
☐ Turning Annual Donors into Major Gift Prospects
☐ Understanding the Difference Between Online and Offline Fundraising
☐ Turning Life Insurance into Cash Now
☐ Feminization of the Sector: A Prescriptive Approach
☐ When Nonprofit Organizations Should Not Have a Big Event
☐ Passing the Torch: Attracting and Cultivating the Next Generation of Philanthropists
☐ The Ten Commandments of Fundraising Success

Distinguished Speaker Series (1:30 pm – 2:30 pm)
Each Session = 1.0 hr
☐ The Power of the “Ask” – It All Starts and Grows with Powerful Relationships
☐ Evelyn Clark: Want to Become a More Effective Leader? Tell Stories!* 
☐ How to Make Ideas stick – Six Hints from Urban Legends
☐ Speaker Claire Raines
☐ How to Change the World**
Educational Sessions 2 (3:00 pm – 4:15 pm)
Each Session = 1.25 hrs
☐ Annual Giving – How to do It Well…Over and Over and Over Again
☐ Fabulous Case Statements 101
☐ Community Foundation – Competitors or Collaborators
☐ Seven New Challenges in Direct Mail Fundraising
☐ To Get the Big Gift, Think Like a Donor
☐ Diversity and its Increasing Importance in Development Staffing
☐ Now What? How to Keep Motivated After a Major Fundraising Campaign
☐ How Nonprofits can Improve on Performance
☐ Turning Annual Donors into Major Gifts Prospects
☐ The Three R’s of Fundraising Success: Relationships, Research, and Record Keeping
☐ Starting a Planned Giving Program in a Small Shop: Building a Timeline and Budget
☐ Dollars Today – Legacies Tomorrow
☐ Advocacy: Awakening the 300-Pound Gorilla
☐ Take Your Golf Tournament to the Next Level
☐ Set Up Your Board Members to Win in Fundraising

Date: Tuesday, 27 March 2007
Educational Session 3 (8:00 am – 9:15 am)
Each Session = 1.25 hrs
☐ Too Big? Too Small? Just Right! Selecting Technology Systems for the Small Development Office
☐ Corporate Philanthropy Advised from Corporate Decision Makers
☐ Why Direct Mail Is More Important Than Ever
☐ Donor Centered Fundraising
☐ Diversity and the Next Generation of Fundraising Professionals
☐ Development 101
☐ “Any Road” WON’T Do…Activating Your Strategic Plan for Ultimate Operational Success
☐ Major Gift Fundraising: Myths, Mistakes and How to Make More Money
☐ SuCCess is Spelled with 3 C’s: Contact, Cultivate and Close
☐ Media Relations: The Best of Times and the Worst of Times
☐ G.A.S.P! The Gift Annuity Survival Project
☐ Technology in Special Events – Make the Technology Learn From You
☐ Training Fundraising Volunteers…If I Have to Do It Myself, Where Do I Begin?

Plenary Session (9:30 am – 11:00 am)
Session = 1.50 hrs
☐ Maurice G. Gurin Lecture on Philanthropy

Educational Session 4 (1:30 pm – 2:45 pm)
Each Session = 1.25 hrs
☐ Hospice Roundtable
☐ Building and Selling Sponsorships
☐ Telephone Fundraising Success Stories
☐ Why Boom-Generation Women Will Rewrite the Rules of Philanthropy
☐ Finding and Keeping Staff for the Small Shop

☐ Inside the Box
☐ How to Stop the Pandemic Flu From Killing Your Fundraising Program
☐ SuCCess is Spelled with 3 C’s: Contact, Cultivate and Close
☐ Brand & Design: Connecting with Emotion
☐ An Effective Planned Giving Program on a Shoestring Budget
☐ Who’s Watching You Now? – A Review and Update of State Regulation of Charitable Fundraising
☐ Ethics
☐ Training Fundraising Volunteers…If I Have to Do It Myself, Where Do I Begin?

Educational Session 5 (3:00 pm – 4:15 pm)
Each Session = 1.25 hrs
☐ Data Driven Fundraising: Using Your Screening Results
☐ Building and Selling Sponsorships
☐ Donor Acquisition Goes Retro!
☐ Donor Focused Stewardship Strategies
☐ Building Donor Loyalty
☐ Inside the Box
☐ Donor Focused Stewardship Strategies
☐ Email Fundraising for a Tight Budget (for Small and Medium Size Nonprofits)
☐ An Effective Planned Giving Program on a Shoestring Budget
☐ Ethics
☐ Benefit Auction Workshop: New Tools and Strategies
☐ Set Up Your Board Members to Win in Fundraising

Date: Wednesday, 28 March 2007
Educational Session 6 (10:00 am – 12:00 pm)
Each Session = 2.0 hrs
☐ How To Compete for the Charitable Dollar in a Rural Environment
☐ How Ethical and Mismanagement Issues Can Damage Fundraising
☐ Giving Circles and Fundraising in the New Philanthropy Environment
☐ Leadership and Influence: The Power of Consultation
☐ Can You Hear Me Now? Behavior’s Role in Communication
☐ Creative Ways to Acquire, Retain, and Motivate Volunteers

(*Asterisked sessions are applicable under non-fundraising content in the CFRE Handbook. Such topics are applicable for a maximum total of ten (10) points for Initial Certification and five (5) points for Recertification)

Total number of contact hours attended:

(number of contact hours = number of Education points)