



Certified Fund Raising Executive  
The credential for fundraising professionals

## 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:** AFP Western PA Chapter

**Title of Activity:** Professional Development Program – “Getting Your Piece of the Pie”

**Names of Presenter(s):** Maureen Mahoney Hill, CFRE & Traci Weatherford Brown

**Dates and Location:** January 19, 2012 – Rivers Club– Pittsburgh, PA

**Date:** January 19, 2012

**Session:** 12:30 - 1:30 pm (1hr)

Everyone knows that the majority of charitable gifts come from individuals, and yet we continue to devote disproportionate amounts of time to seeking grants and planning events. Maureen Mahoney Hill, CFRE and Traci Weatherford-Brown will discuss building stability and sustainability into your fundraising program by focusing on growing individual giving with a data-based approach.

Takeaways will include:

- understanding when a development audit can be helpful in improving an individual giving program and how to complete one.
- learning the basics of a comprehensive individual giving program – understanding the existing donor base, establishing appeals and regular communications, and prospecting.
- techniques for indentifying major/planned gift prospects and planning and completing calls/visits to cultivate and solicit gifts.
- An understanding if the importance of creating a culture of giving within their organization.

**Total number of contact hours attended**

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(number of contact hours = number of Education points)

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