



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 Pennsylvania Chapter
Title of Activity: Emerging Philanthropy Conference
Names of Presenter(s): Various
Dates and Location: 27-28 April, 2011 – Canonsburg, PA

Date: Wednesday, 27 April, 2011

Session: 9:00am – 10:15am (1.25 hrs)

Surfing the Next Wave of Philanthropy

Session: 10:30am – 11:30am (1.0 hr)

- The Accidental Fundraiser Tricks for Board members & Staff Who Support Them
- Social Media Strategy for Nonprofits
- Garmin or TOMTOM? Creating Development Plan to Map Out Your Fundraising Success!
- Prove It: A Tale of Two Tallies

Session: 1:15pm – 2:15pm (1.0 hr)

- Secrets From Behind the Curtain in Oz
- Why You Need a Social Media Policy
- It's NOT About the Money!
- Guerilla Marketing for Your Planned Giving Program

Session: 2:30pm – 3:30pm (1.0 hr)

- What is an Electronic Screening and Do I Need One?
- Stepping Up: A New Decade for Endowments & Significance of Planned Giving in Endowment Building
- PANO Standards for Excellence
- Working Within Your Donors Number

Session: 3:45pm – 4:45pm (1.0 hr)

- Grantmakers Panel
- Making Special Events Special

- Erie Art Museum's \$12 Million Challenge. It Takes More than Fundraising Skills To Make It Happen.
- Navigating your Fiduciary Responsibilities as a Board Member or Investment Committee Member

Date: Thursday, 28 April, 2011

Session: 9:00am – 10:00am (1.0 hr)

- Planning & Feasibility Studies Not Just for Setting the Goal
- Starting from Scratch: Building a Basic Planned Giving Program
- I'm Not Reaching My Goals & The Economy is Still Sluggish. What's a Fundraiser to Do?
- Earned Income Ventures & Social Enterprise for Tax Exempt Organizations

Session: 11:45m – 1:15pm (1.5 hrs)

- Minding Your EQs!: What Really Counts When it Comes to Success in Gift Planning

Session: 1:45pm – 2:45pm (1.0 hr)

- Engagement Strategies: The Key to Donors' Hearts (and Wallets)
- How to Incorporate Online Giving in Your Annual Fund...And Track It!
- Building Better Bequests
- Using Relationship Marketing & Social Media to Drive Measurable Business & ROI

Session: 3:00pm – 4:00pm (1.0 hr)

- Philanthropy After the 2010 Midterm Elections
- How Much is Enough? Making an Inheritance a Blessing and Not a Burden.
- Women and Giving
- Charitable Gift Annuities The Real World

Total number of contact hours attended:

(number of contact hours = number of Education points)

Be sure to add these hours to your online application