



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: AFP WPA Chapter Educational Meeting
Names of Presenter(s): Harriet Franklin, Ph.D

Dates and Location: October 17, 2013 – Rivers Club– Pittsburgh, PA

Date: October 17, 2013

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

Do you know the most persuasive, powerful word in the English language - - a word so motivating that it grabs and maintains the attention of the reader and listener? Do you know the 12 other most dynamic words that move readers and listeners to act and react? Do you know the 12 most demotivating words --- words that may produce negative emotions in the reader and listener, thus preventing them from listening or reading?

In this presentation you will learn the answers to these questions as well as unique strategies, tips, and techniques for writing quickly and easily so that you will get the results you want - - all the time. You'll learn how to motivate your readers to act and react the way you want them to. And participants will take home a 21 page handout with new information that they can apply immediately.

In business for over 26 years (Franklin Communications), Harriet and her team have created 26 skills-based training programs and conduct them for clients and associations, both nationally and internationally.

In addition, Harriet and her team write manuals, handbooks, articles, reports, and proposals for varied businesses in diverse industries. Through her doctoral work and affiliation with the Document Design Center of the American Institute of

Research in Washington, D.C. and the Plain English movement, she has created a unique system and style for organizing information and writing documents that are clear, comprehensive, easy to read, and easily changed and updated.

Total number of contact hours attended

(number of contact hours = number of Education points)

Be sure to add these to your online application