



CONTINUING EDUCATION POINTS TRACKER

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended. 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: Marketing, Media, and Money: Strategies to Increase Your Mission's Visibility

Names of Presenter(s): Maria Polinsky
Lacey Fetko
Melissa Rayworth , nextpittsburgh.com
Kristin Bennett, WPXI TV
Jennifer Beahm, Pittsburgh Business Times
Meryl Hellring, Tickets for Kids. (Panel Moderator)

Dates and Location: March 21, 2019
8:30-11:30
CoLab 18, Pittsburgh, PA

Working in a nonprofit often means that your job responsibilities are not limited to fundraising OR marketing... more often it means that your role includes both. Join us to learn more about building a robust marketing plan to reach your target audiences - donors, friends, journalists, and more! Integrating your nonprofit's fundraising and marketing plans ultimately leads to the best results.

In **Part One** of this special double session, learn strategies to increase your organization's visibility and ensure more effective donor communication. With over 25 years of combined experience in fundraising and marketing in the nonprofit world, this session will be co-facilitated by Maria Polinsky, Director of Marketing and Communications at Literacy Pittsburgh and Lacey Fetcko, a Freelance Fundraising Professional.

Part Two of this session will convene a panel of journalists representing print, television, and on-line media that will offer tips on best current practices for pitching stories and developing relationships to increase your fundraising success!

Total number of points attained: 3

Courses Marked **NFR** (Non Fundraising Related) may be counted towards the 10 point maximum of NFR Courses on the initial CFRE application and the 5 point maximum on the re-certification application.

Find more **CFRE approved** continuing education opportunities on **My Education Finder**:
<http://www.cfre.org/continuing-education/my-education-finder/>