



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 Greater Dallas Chapter
Title of Activity: 2009 AFP DFW Philanthropy Conference
Names of Presenter(s): Various
Dates and Location: 26 June, 2009 – Arlington, TX

Date: Friday, 26 June, 2009

Keynote Session: 8:15am – 9:15am (1 hr)

Economic Roller Coaster – Presenter: Laura Fredricks

Session: 9:30am – 10:30am (1 hr)

- Basic Fundraising: Basics of Direct Response Solicitation
- Advanced Fundraising: Beyond the Campaign Brochure... Collateral Materials to Consider & Budget For
- Trends & Current Issues: Stop Chasing the Clock
- Volunteers & Boards: Transforming Volunteers into Donors
- Communications & Marketing: Nonprofit Branding 101

Session: 11:00am – 12:00pm (1 hr)

- Basic Fundraising: Ask Not What Your Annual Fund Can Do For You: Ask What You Can Do For Your Annual Fund
- Advanced Fundraising: The ASK: How to ASK Anyone for Any Amount for Any Purpose
- Trends & Current Issues: Social Enterprise: How to Turn Nonprofit Assets into Earned Income Ventures
- Volunteers & Boards: Signature Events
- Communications & Marketing: Framing the Ask: A Storytelling Approach to Raising Individual Support

Session: 1:45pm – 2:45pm (1 hr)

- Basic Fundraising: Demystifying Grant and Proposal Writing
- Advanced Fundraising: Why a Planned Giving Program When Everyone Else is Just Trying to Keep the Doors Open?
- Trends & Current Issues: Lightning Round! Quick Answers to Your Most Important Questions on Diversity & Inclusion
- Volunteers & Boards: Boards Aren't Just for Surfing
- Communications & Marketing: The Future of Fundraising: A New Paradigm for Development and Communication

Session: 3:15pm – 4:15pm (1 hr)

- Basic Fundraising: Identifying Major Gifts Prospects
- Advanced Fundraising: Leading With Curiosity
- Trends & Current Issues: Sustaining Your Organization through Good Times & Bad
- Volunteers & Boards: Board Leadership Skills: The Fine Art of Herding Cats
- Communications & Marketing: Building Community through Marketing Partnerships

Total number of contact hours attended:

_____ (number of contact hours = number of Education points)