



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 – Washington DC Metro Chapter
Title of Activity: 2008 Bridge to Integrated Marketing & Fundraising Conference
(Bridge Conference 2008)
Names of Presenter(s): Various
Dates and Location: 23-25 July, Washington, DC

Date: Wednesday, 23 July, 2008

Pre-Conference Workshops: 1:30pm – 4:30pm (3 hrs)

- Production 101
- Creativity in Action- 2008
- Website Development: Beyond the Brochure Site
- 21st Century Giving – Philanthropy in a Flat World
- Crafting a Message to Win More Supporters for Your Cause

Date: Thursday, 24 July, 2008

Breakout Session 1: 10:30am – 12:00pm (1.5 hrs)

- Major Donor: Active Listening: What Your Major Donors are REALLY Saying
- Direct Response Fundraising: Are You Listening? How to Keep New Supporters Giving after their Crucial First Gift
- Creativity, Copywriting, Design: How to get the Best out of Your Creative Team
- Leadership and Management: Creatively and Strategically Building Your Development Team Using Consultants
- Commercial Direct Response: High Class Marketing on a Shoe String Budget
- Corporate, Foundation & Deferred Giving: Cause Marketing: Corporate Chic or Corporate Savvy
- Marketing for Publications & Associations: A Zillion Great Ideas in 90 Minutes
- Featured Speakers: The Copy Clinic: How to Write Successful Fundraising Letters
- This Electronic World: Web 2.0 & Social Networks: Are We There Yet?
- Messaging & Communication: What's in an Image? Developing Your Brand and Strategic Marketing
- Focus on Museums and the Arts: Different Points of View on Cultural Fundraising
- Current Issues: My name is Not Jane Donor and other Lessons from the Great American Donor Survey

Breakout Session 2: 1:30pm – 3:00pm (1.5 hrs)

- Major Donor: Holistic Approach to Major Giving
- Direct Response Fundraising: It's the End of the World as we know it – and do you feel fine?
- Creativity, Copywriting, Design: The Copy Clinic: How to Write Successful Fundraising Letters
- Leadership and Management: Collaborative Marketing and Fundraising: Unlocking the Multitude of Possibilities!
- Commercial Direct Response: Automated Marketing
- Corporate, Foundation & Deferred Giving: Tests that Have Made a Difference: Applying the Art & Science of Direct Marketing to Planned Giving
- Marketing for Publications & Associations: Integrating Social Media, Network and Web 2.0
- Featured Speakers: Tough talk and You and Your Board: Part I
- This Electronic World: 360° – how online fundraising can help EVERY aspect of your fundraising and friendraising
- Messaging & Communication: Forgotten Strategy: Return to Donor Cultivation
- Focus on Museums and the Arts: Online Fundraising for the Arts
- Current Issues: The Great Debate: The LAST 100 Days

Breakout Session 3: 4:00pm – 5:30pm (1.5 hrs)

- Major Donor: From Good to Great; Capital Campaigns
- Direct Response Fundraising: We Miss You: Proven Ways to Bring Back Lapsed Donors
- Creativity, Copywriting, Design: Selling the Sizzle
- Leadership and Management: Think and Lead Creatively – How to Create a Learning Organization Open to Change

- Commercial Direct Response: Multi-channel and Mobile Marketing Trends
- Corporate, Foundation & Deferred Giving: Preparation bests Heartburn – AAGP-NCA Session
- Marketing for Publications & Associations: Bringing an Association Brand to Life (NFR)
- Featured Speakers: Tough Talk and You and Your Board: Part II
- This Electronic World: What's Your Best Pick-Up Line?
- Messaging & Communication: Collaborative Marketing and Fundraising
- Focus on Museums and The Arts: More than member gifts! Other Ways to raise funds from Museum Members
- Current Issues: The Great Debate: How Green Are We? The "Green Movement" in Printing and Mailing

Date: Friday, 25 July, 2008

Breakout Session 4: 9:00am – 10:30am (1.5 hrs)

- Major Donor: From Good to Great; Moving Donors Up the Pyramid for Maximum Results
- Direct Response Fundraising: Minding the Gap: Bridging the Divide between Direct Response and Major Gifts
- Leadership and Management: Strategic Resource Development Planning for Real Results
- Commercial Direct Response: Automated Direct Marketing: A Case Study in MultiChannel Marketing
- Corporate, Foundation & Deferred Giving: Corporate Sponsorship and SCR – How to Partner Effectively with Corporations
- Featured Speakers: Breaking out of your Creative Comfort Zone
- This Electronic World: Online and New Media Fundraising: Trends, Tools and Best Practices
- Messaging & Communication: Branding: What difference does it make to your donors?
- Current Issues: Keep Your Donors: Building Relationships
- Reaching Your Target: Giving Jewishly

Breakout Session 5: 1:15pm – 2:45pm (1.5 hrs)

- Major Donor: From Good to Great; Untapped Potential for Major Giving: Online Marketing Tools for Cultivation & Stewardship
- Direct Response Fundraising: Creative Responses to Acquisition Challenges
- Leadership and Management: Constituent Ambassadors: Engaging Non-development Staff in Constituent Outreach and Cultivation Work
- Commercial Direct Response: Driving Customer Centricity in Your Organization (NFR)
- Corporate, Foundation & Deferred Giving: Donor Advised Funds: The Wave of the Future and Present
- Featured Speakers: Mythbusting

- This Electronic World: Video Publishing Case Studies for Nonprofit Marketing, Fundraising and membership Growth
- Messaging & Communication: World Café
- Current Issues: Brandraising: Securing Share of Mind, Heart and Spirit
- Reaching Your Target: The New Majority: 30 Reasons Why You need to reach the Hispanic Donor

Breakout Session 6: 3:15pm – 4:45pm (1.5 hrs)

- Major Donor: From Good to Great; Build Capacity to Increase Major Giving: Two Models to Enhance Fundraising in Affiliates
- Direct Response Fundraising: Marketing Forensics – Letting the Data Lead You to Growth
- Leadership and Management: Take Back Your 9 to 5: Leading Beyond the Development Officer
- Commercial Direct Response: Member Optimization: The Next Generation of Marketing
- Corporate, Foundation & Deferred Giving: Write Smart, Do Good, Report Honestly – AAGP-NCA Session
- Featured Speakers: The New Media Strategy Laboratory: The experimental session to create the best new media strategy every seen for fundraising!
- This Electronic World: The Three Musketeers of Online Marketing: Integrated SEO, SEM, and Email for the Optimum ROI
- Messaging & Communication: Taking Your Campaign Public – Public Phase Marketing of Your Capital Campaign
- Current Issues: Symbolic Giving
- Reaching Your Target: Emerging Trends in the Next Generation of Women Philanthropists

Total number of contact hours attended:

(number of contact hours = number of Education points)