



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:** The 2010 Bridge to Integrated Marketing and Fundraising Conference  
**Names of Presenter(s):** Various  
**Dates and Location:** 26-28 July, 2010 –National Harbor, MD

**Date: Monday, 26 July, 2010**

**Pre-Conference Sessions: 10:00am – 4:00pm**  
(5.0 hrs)

- Seriously Good Innovation...in Practice!
- Everything You Wanted to Know About Integrated Fundraising for the 21<sup>st</sup> Century – But Were Afraid to Ask!
- Stop Planned Giving and Start Legacy Fundraising
- Building a Transformational Brand from Within – for Breakthrough Fundraising Results
- Helping Your Board Meet the Challenges of This New Decade
- Advanced Copywriting Techniques

**Date: Tuesday, 27 July, 2010**

**Sessions: 8:30am – 9:20am (.75 hrs)**

- Track 1: The New Direct Marketing Equation: From Driving Transactions to Building Relationships – NFR
- Track 2: Polish Your Relationship Building: What Foundations Want in 2011
- Track 3A: Brandraising Online: One Organization, Many Channels
- Track 4: Retaining “At Risk” Revenue
- Track 5: The Secrets of Marketing to Boomers and Seniors Online
- Track 6: The AAA Way to Fundraising Success: Maximizing Involvement, Maximizing Results
- Track 7: Building a Robust Major Gift Prospect Pipeline Using Direct Marketing
- Track 8: The Right Fit: Successful Fundraising through Board/Leadership Alignment
- Track 9A: Donors on the Move: Scientific Findings from Stelter’s 2009 National Survey

Track 10: Analyzing Event Performance Beyond Total Donors and Funds

**Sessions: 9:30am – 10:30am (1.0 hrs)**

Telling A Biggert Story: A New Engagement Paradigm for Better Appeals

**Sessions: 11:00am – 12:15pm (1.25 hrs)**

- Track 1: Proof Positive: The Practical Application of Social Media in a Highly Regulated Business Context – NFR
- Track 2: Business Approach to Corporate Partnerships: Creating Revenue and Social Change
- Track 3A: But We’ve Never Thought of Ourselves This Way Before – Seven Steps for Building Donor-Centric Direct Response and Communication Strategies
- Track 4: Shhh...Your Constituents Are Speaking
- Track 5: Get Results through Audience-Centric Online Design – NFR
- Track 6: 25 Ways to Kick Start Your Cross-Channel Fundraising
- Track 7: Bottom Line Fundraising
- Track 8: Three Scenarios for Fundraising in 2025
- Track 9A: Good to Great: Donor Stewardship Makes the Difference
- Track 10: Statistics for Fundraisers
- Sessions: 2:00pm – 3:15pm (1.25 hrs)**
- Track 1: Social Media is About Socializing – NFR
- Track 2: Sharing the Wealth: New Trends in Cause Marketing
- Track 3A: The Power of Building Strategic Partnerships Among the Sectors

- Track 4: The BIG Idea: Getting the Most by Getting it Monthly
  - Track 5: Building and Mobilizing your Online Community
  - Track 6: Creativity in Action: 2010 Showcase
  - Track 7: How to Keep Your Major Donors Happy: 10 Stewardship Tips to Live By
  - Track 8: They Laughed Until They Gave: A Comedy in Three Acts
  - Track 9A: “Boot Camp” for Bequests
  - Track 10: What the IRS Wants Exempt Organizations to Know
- Sessions: 3:45pm – 5:00pm (1.25 hrs)**
- Track 1: Integrate Your Social, Web and Integrated Marketing Programs Using Persona Segmentation – NFR
  - Track 2: Foundation Fundraising Demystified: Translating Ideas into Value Proposition
  - Track 3A: Unlocking the Secrets of Demand Creation
  - Track 4: Overcoming Obstacles to Multi-Channel Integration
  - Track 5: Help! I’m a 20<sup>th</sup> Century Fundraiser in a 21<sup>st</sup> Century World!
  - Track 6: Integrating Fundraising and Your Mission: Making it Real for Supporters
  - Track 7: A Case Study on Major Gift Fundraising: How a Donor’s Passion and Networks Proved to be Successful
  - Track 8: Personal Re-Branding – Maximizing Your Personal Impact and Potential
  - Track 9A: Marketing of Planned Gifts – Panel Discussion
  - Track 10: How to Live Your Life Like You’ve Already Won the Lottery

**Date: Wednesday, 28 July, 2010**

**Sessions: 8:30am – 9:20am (.75 hrs)**

- Track 1: Multi-Channel Strategies – How Offline Media is Enabling Cross-Media Integration – NFR
- Track 2: Six Steps to Sponsorship Success: What Nonprofit Leaders Need to Know
- Track 3B: Understanding Digital Data – How Online Data is Changing Direct Marketing – NFR
- Track 4: The Hidden Gold in Your Donor File – Lapsed Donors
- Track 5: Welcome to Our Org! How to Create a Strategic Conversion Series
- Track 6: Top 10 Tips for Great Legacy Fundraising – Oooops I Mean Planned Giving and

- Bequest Marketing and How Legacy Visions can Make or Break a Campaign
  - Track 7: One-on-One...Online! How Your Shop Can Build a Multi-Channel Major Gifts Program
  - Track 8: The Care and Feeding of a Creative Work Environment
  - Track 9B: Fundraising in the Context of Faith: Challenges and Possibilities
  - Track 10: “Rethinking How We Make Decisions in Nonprofit Sector Marketing
- Sessions: 9:30am – 10:30am (1.0 hrs)**
- Futurology 2010: Focus, Determination and Transformation
- Sessions: 11:00am – 12:15pm (1.25 hrs)**
- Track 1: Leveraging Consumer Demand Insights to Enhance Targeting Precision and Relevance – NFR
  - Track 2: Successful Foundation Fundraising (in any Economy) from Start to Finish
  - Track 3B: Direct Marketers’ Role and Objectives in a Multi-Channel Integrated Campaign - NFR
  - Track 4: Still Can’t Crack the Mid-Level Giving Nut?
  - Track 5: What’s the Good Word? Re-write Your Website to Engage and Inspire Supporters
  - Track 6: Beyond Crisis: How Haiti Changed Everything
  - Track 7: Marketing and Fundraising for Campaigns, Special Initiatives, and Anniversary Celebrations
  - Track 8: Effective Leadership Skills
  - Track 9B: Message Challenges for Jewish Nonprofit Organizations
  - Track 10: “The Vizzini Syndrome” – Utilizing Primary Research to Drive Fundraising Strategy
- Sessions: 12:15pm – 2:15pm (2.0 hrs)**
- Welcome to the Future: Bridge 2030: A Time Travelers Perspective!
- Sessions: 3:00pm – 4:15pm (1.25 hrs)**
- Track 1: Redefining “Loyalty” in Today’s Economy – NFR
  - Track 2: The Power of Partnership: Building Successful Bridges to the Corporate Community
  - Track 3B: Micro-Campaigns in the Age of Real-Time Marketing – NFR
  - Track 4: Your Donors are Sending You Signals: Are you Reading the Signs?
  - Track 5: Measuring and Optimizing Multi-Channel Marketing Efforts
  - Track 6: Funky Failing Forward

Track 7: The \$150Million Gift: How Do You Get That?

Track 8: The Adaptive Organization

Track 9B: Social Networking for Religious Fundraisers

Track 10: Design Thinking Achieves Results: Techniques to Mastering Creative Problem Solving

**Total number of contact hours attended:**

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