



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: The Bridge to Integrated Marketing & Fundraising Conference
Title of Activity: The Bridge to Integrated Marketing & Fundraising Conference
Names of Presenter(s): Various
Dates and Location: July 9-11, 2014 National Harbor, MD US

Full participation in – **The Bridge to Integrated Marketing & Fundraising Conference** – is applicable for up to 13.75 credit hour – in Category 1.B – Education of the CFRE International application for initial certification and/or recertification. Total approved hours per day are: July 9 – 5.5, July 10 – 4.75, July 11 – 3.5.

Date: Wednesday, July 9, 2014

Pre-Conference Sessions: 9:30 AM - 04:00 PM (5.5 pts)

- Direct Marketing 101
- Fundraising 101
- Digital 101

Date: Thursday, July 10, 2014

Session 1: 8:15 AM - 09:20 AM (1.0 pts)

- Raising More Money With Less: How to Keep Your Fundraising Program Growing with a Shrinking Budget!
- How Will the Young Inherit the Fundraising World? And How We'll Help Them Do That!
- Feasibility Study Best Practices: Interviews and Gift Charts and Case Statements - Oh My!
- No One Joins a Gym & Just Leaves- What Nonprofits Can Learn About Sustained Giving from How Health Clubs Retain Members
- Content Marketing - The Key to Turning Prospects into Members, Donors and Customers
- Reaching Your Potential as a Fund-Raiser
- A Digital Program Facelift
- Zero to launch: Blast off your peer to peer program
- The Mission-Driven Volunteer
- Donors, Engagement and the Metrics that Matter

Date: Thursday, July 10, 2014

Session 2: 11:15 AM - 12:30 PM (1.25 pts)

- Oh %@*#***! The When, the If and the How to Deal with Direct Marketing Mishaps
- Answering the Hard Questions About Monthly Giving and How You Can Really Retain and Grow These Tremendously Loyal Donors
- The Art and Science of Building Donor Loyalty and Making The Ask

- Social Media: A Love Story
- Association/Non-Profit Website Redesign: Top 5 Things That Can Go Wrong and How to Make Them Right
- The Blended Model-Delivering THE Best Major Donor Experience: A Collaboration Between Marketing and Development
- Hot Topic: Trends in Independent Fundraising Events
- How to Empower Staff to be the Voice for the Organization through Social Media
- Building a Culture of Philanthropy
- Building A Multi-channel Online Acquisition Program - A 360° Look - Test to Continuation to Analytics - Featuring Covenant House

Date: Thursday, July 10, 2014

Session 3: 2:15 PM - 03:30 PM (1.25 pts)

- True Tales of Telemarketing: What We've Learned.
- Multi-channel Madness! Same Donors, Different Strategies
- Maximizing Support from your Donors through your Capital Campaign
- Need Donors? How Nonprofits Can Win with For-Profit Marketing Tactics
- Storytelling in a Busy World: Digital Strategies for Associations
- Major Gifts for Small Shops: Will You Take The Major Gifts Challenge?
- Up Close and Personal: Adventures in Face-to-Face Fundraising
- #PowerMoves – Conquering the Challenges of Cross-Channel Marketing within Digital Media and Beyond
- Get in the Game! The Role of Today's Fundraising Professional in Nonprofit Management
- DANGER: Are You Sacrificing Long Term Success With Short Term Focus? Leveraging Lifetime Value for Improved Donor Acquisition/Retention Strategy

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Date: Thursday, July 10, 2014

Session 4: 4:00 PM - 05:15 PM (1.25 pts)

- From Awesome to Unexpected: Dial-Moving Direct Response Tests You Should Try NOW
- Online to Offline - Does it Work?
- Donor Stewardship and Retention
- Using Your Powers for Awesome
- National Office and Local Office Fundraising: How Can We All Win?
- Using Prospect Research to Identify and Inform Mid-Level, Major Gift and Planned Gift Portfolios
- Crowdfunding Toolkit: Everything You Need to Start Today
- Wringing More \$\$ Out of Your Donation Pages
- Engaging Nonprofit Boards: Strategies for Effective Collaboration
- Are You Reaching Your Fundraising Potential?

Date: Friday, July 11, 2014

Session 5: 8:15 AM - 09:20 AM (1.0 pts)

- Acquiring Monthly Sustainers in a Multi-Channel World - the Nuances, Magic and Investments Required to Truly be Integrated
- The Art of Storytelling: Translating Your Organization's Story Across Channels
- Intro To Planned Giving Vehicles
- Donors Aren't ATMS: Building Brand, Donor Relationships and Greater Revenue Through Cultivation
- Busy, Busy: Marketing Cause to Generation Y Moms and their Generation Z Kids
- Making the ASK: How to Get to a YES Quickly and Successfully!
- From Zero to 5K in 10 Months: The ABCs of Launching a Peer-to-Peer Based Run/Walk or Bike Ride
- Reply Devices and Online Donation Pages: 17 Best Practices for Maximizing Gifts at that magical moment when donors are ready!
- Programs and Development: The New Power Couple
- Stats 101 - Making Numbers Make Sense

Date: Friday, July 11, 2014

Session 6: 11:15 AM - 12:30 PM (1.25 pts)

- Keeping it Fresh! How to Continue Growing as a Mature Nonprofit
- Deconstructing Integration (And How to Put it All Together for the Best Results)
- How to Move Your Donors to Leave You a Bequest
- Play it again, Sam: Monthly Giving Programs For Sustaining Donations 'As Time Goes By'
- Foundations: Breaking through "You've Been Declined" and Stewarding to Success
- Major Gifts Officers and Donor Relations Professionals: Collaborating for Success
- Exploring Overlooked Demographics: Hispanics
- 60 Tests in 60 Minutes
- Who's Watching You? The Impact of Accountability on Your Bottom Line
- Key Performance Trends Found Only in Donor File Analysis Data

Date: Friday, July 11, 2014

Session 7: 2:00 PM - 03:15 PM (1.25 pts)

- Mid-level Donors: Strategies to Grow and Engage Your Committed Core
- Rapid Fire: Tips and Trends on Web, Tech and Social Media
- Lifetime Loyalty and Lasting Legacies
- Invest, Retain, Repeat! Case Studies in New Donor Conversion
- Leveraging the Changing Corporate Relations Landscape
- Bridging the Gap from Membership and Direct Response to a Major Gifts Program
- An Integrated Strategy for Donors over 50
- Walk in Your Donor Prospect's Shoes and Learn How to Drive Them to Action
- Leading Our Organizations to Greater Success
- A Deep Dive into Online Acquisition ROI: Analysis and Case Studies

Total number of credit hours attended: _____

(Total number of credit hours = number of Education Points)