



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:
Title of Activity:
Names of Presenter(s):
Dates and Location:

The Bridge to Integrated Marketing & Fundraising Conference
The Bridge to Integrated Marketing & Fundraising Conference
Various
July 13-15, 2016, National Harbor, MD USA

Date: July 13, 2016

Session 1: 10:00 a.m. – 4:00 p.m. (6 pts)

- Fundraising 101
- What You Need to Know About Direct Mail in 2016
- Digital Marketing & Fundraising: The Basics & Beyond

Date: July 14, 2016

Session 1: 8:15 a.m. – 9:20 a.m. (1 pts)

- Our Plan is Success: Assessment as a Tool for Development Planning
- Rev It Up: Fundraising as A Driver of Organizational Change (and Revenue)
- Ready, Set, Go! - Essential Strategies & Recommendations for Launching a Direct Marketing Program
- Building an Effective Integrated Multi-Channel Winback Program
- Direct Hits - and Misses!
- Using Cutting-Edge Data Analytics to Revolutionize Your Membership Program
- What Is Happening in The Nonprofit Sector -- Industry Trends & Insights
- Quick Tips for Better Testing
- Market Driven Major Gifts
- The Marriage of Development & Marketing/Communications
- Evolving Your Crowdfunding Strategy to Grow Your Best Assets (Along with Your Fundraising Goals)
- Major Donors Make the Splash, Monthly Donors Create the Pond!

Date: July 14, 2016

Session 2: 9:30 a.m. – 10:45 a.m. (1.25 pts)

- Opening General Session – “Inside the Donor’s Mind”

Date: July 14, 2016

Session 3: 11:15 a.m. – 12:30 p.m. (1.25 pts)

- How Mobile Is Changing Everything & How You Can Use It To Build Your Base, Raise Money, Raise Hell
- Planned Giving, What's Faith Got to Do With It?
- The Offer Is the Story, the Story Is the Offer: The REAL Reasons Donors Give, & How to Reach Them
- The Truth About Online Trends: The Good, The Bad, & The Pretty Damn Important

- Sustainability Success Factors - An Integrated Approach to Maximizing Your Organization's Potential
- Engaging Champions: Building a Mission-Based Leadership Giving Society
- How to Use New Insights about Human Behavior & Decision-Making to Increase Engagement & Response
- Don't Forget the Phones! Real World Examples of Highly Functioning Telemarketing Programs
- Confessions from a CFO: What I Learned in My Year as Development Director
- Turning Right Brains II: More Creative That Caught The Attention of Creatives
- Case Study: How WWF Busted Silos to Create an Effective Mid-Level Donor Experience
- "The Sky is Falling" - Reigniting Growth in a Direct Response Program

Date: July 14, 2016

Session 4: 2:15 p.m. – 3:30 p.m. (1.25 pts)

- Stop Dating Each of the Co-ops! Marry Them Together to Reactivate Far More Lapsed Donors
- Digital Strategy: From Dismal to Dynamic
- Experts with Crystal Balls: Hear How to Face Your Biggest Fundraising Challenges Now & in The Future
- You're Not in this Alone: Expand Your Small Development Shop by Strategically Building Capacity
- Trust your Data, Not your Instincts (What's Pretty Doesn't Always Work)
- We Have Overcome Our Worst Enemy & United Teams & Improved Communications to Further our Mission - We Are Here to Help You Overcome Silos, Too
- Revolutionizing Relationships with Journey Mapping
- Mid-Level Magic: How to Conjure Upgrades from your Mass Market Donors
- Email Segmentation Breakthroughs: How to Smartly Segment & Audit Your Email File to Find, Keep & Grow Your Best Donors
- Creating a Culture of Storytelling
- Charge Up Your Leadership Team for Breakthroughs in Major Giving
- The Future of Strategic Storytelling: What Will Change & What Won't?

Find more **CFRE approved** continuing education opportunities on **My Education Finder:**

<http://www.cfre.org/education/my-education-finder/>

Date: July 14, 2016

Session 5: 4:00 p.m. – 5:15 p.m. (1.25 pts)

- Building Your Multi-Channel Campaigns
- Getting Your "Digital" House in Order: What your Smaller Nonprofit can do to Raise More Money Online
- "Ladies & Gentleman, Please Welcome to the Stage..." What Stand-Up Comedy Can Teach Us About Creating Engaging Online Donor Experiences.
- Building an Integrated Marketing & Fundraising Model from Scratch: Lessons Learned from a Work in Progress
- What Nonprofits Can Learn from 2016 Political Fundraising
- Multi-Year Revenue Planning - Planning for Growth
- Why ALL Fundraising Channels (Major Donor, Deferred Giving, Direct Response, Social Networking) Need to Understand Neurofundraising!
- The Golden Ticket of Fundraising: 10 Steps to a Sweet Planned Giving Program
- Under New Management: Driving Massive Membership Growth
- Constituent Centered Communications for Database Administrators: A Technical Guide
- The Next Frontier in Sustainer Marketing - Getting You to the Next Level!
- Dive into Your Data: Use Information You Already Have to Identify & Qualify Major & Planned Gift Prospects

Date: July 15, 2016

Session 6: 8:15 a.m. – 9:20 a.m. (1 pts)

- Grant Writing 101 & All the Questions You Are Afraid to Ask
- Improv for More Effective Fundraising
- The Donors of Tomorrow: Effective Ways to Engage Millennials
- Donors Aren't Your ATMS: Build Brand, Relationships & Revenue with Innovative Donor Stewardship
- Making the News WORK FOR YOU: How to Fundraise when the Media Spotlight Shines on your Organization's Mission
- Love em' or Leave em'? The Delicate Art of Managing a Board
- Building Donor Loyalty: Just What Do We Know?
- Unclogging the Donor Pipeline...It's All About Meeting in the Middle
- Corporate Sponsorships: Nonprofit Donation vs. Corporate Marketing
- The Secret to Turning Donors into Fundraisers
- Lead From The Heart: A New Paradigm For Campaign Planning
- The Donor Voice

Date: July 15, 2016

Session 7: 9:30 a.m. – 10:45 a.m. (1.25 pts)

- General Session – "Making an Impact"

Date: July 15, 2016

Session 8: 11:15 a.m. – 12:30 p.m. (1.25 pts)

- So You Want to Build a Sustainer Program.
- How CRM-Savvy Orgs Are Figuring Out the Best Approach & Finding The Best Tools For A 360° View Of Supporters
- The Path to a Knockout Case Statement
- Board Leadership Retreats: Enhance Your Fundraising Potential

- Using Digital Ads to Boost Your Multi-Channel Campaigns
- How's Your "Street-Cred"? Canvassing Options for Your Organization
- Demystifying Corporate Foundations
- Hitting the One-Day Development Trifecta - Pro Bono Volunteerism, Acquisition & Fundraising: Lessons Learned From the Largest Nonprofit ScopeAthon in History
- WomenHeart & Burlington Stores: Optimizing Point of Sale Donations as a Cause Marketing Strategy
- Planned Giving - How to Find the Needles in The Haystack
- Boom!: How The Baby Boomers Will Transform Philanthropy & How Fundraisers Can Tap Into Their Enormous Economic Clout
- Re-Engaging Auto Pilot Donors

Date: July 15, 2016

Session 9: 2:00 p.m. – 3:15 p.m. (1.25 pts)

- "The Capsule Wardrobe" of Nonprofit Marketing & Development
- Mind-Blowing Mid-Level Strategies that Generate Game-Changing Results
- Calling Corporate Partners to Action for Advocacy: No Kid Hungry's Strategy for Child Nutrition Reauthorization
- Using Volunteers in Strategic Planning
- How to Create Donor Cultivation Events that Get Donors Giving MORE
- A New Way to Listen to Your Donors: How you can use Donor Behavior to Increase Upgrades & Bolster Retention
- The Forgotten Men of Philanthropy: Giving Men Their Due
- Demystifying National Donor-advised Funds
- Foundation Relations Best Practices
- Best in Show: Counting Down the Best Online Fundraising, Engagement, & List-Building Campaigns of the Year
- Converting Handraisers into Members
- Fundamentals of a Successful Campaign & Why Leadership Trumps Them All

Date: July 15, 2016

Session 10: 3:15 p.m. – 4:30 p.m. (1.25 pts)

- Closing General Session – "The Power of Ordinary People to Create Extraordinary Change"

Total number of points attained: _____