



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: 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: 20-22 July, 2011 – National Harbor, MD

Date: Wednesday, 20 July, 2011

Session: Pre-Conference Workshop (4.75 hrs)

- Faith-based Fundraising: Challenges, Changes and Choices
- One to Many – Using Multiple Mass Marketing Channels in Fundraising
- How to Tell Your Organization’s Story for Outreach and Fundraising Success

Date: Thursday, 21 July, 2011

Session: 8:15am – 9:20am (1.0 hr)

- Integrated Fundraising: The Difference in Layering and Integration: How to Effectively Use Both in a Multi-Channel Campaign
- The Impact of Mobile and Social Media on Peer-to-Peer Fundraising
- La oportunidad: Tips and Tricks for Acquiring Hispanic Donors
- Building Your Development Operations Dream Team
- Growing Through the Recession: How They Did It
- Stewarding Your Donors Online: Augmenting Mail & Phone Programs with an Integrated Online Approach
- The Power of Partnership: Building Successful Bridges to the Corporate Community
- Breakthrough Thinking! Leading Revolutionary Success in Fundraising
- What’s New in Circulation and Publishing Marketing
- Fundraising and Marketing Campaigns for Large National Brand-name Nonprofits

Session: 11:00am – 12:15pm (1.25 hrs)

- Fire Up Your Board For Fundraising: Turn Their Passion into Action!
- How to Raise \$3 Million From Foundations in 6 Months or less
- Data and Modeling: The Basics and Beyond
- Going Global: How to Raise Funds in New Markets
- How “NOT” to Run a Capital Campaign...Advice from the Battle Tested
- Mobile Invasion: Mobile Strategies That Work for Today’s Nonprofit Marketer
- Social Media Smackdown! A Fast-paced Debate About What Social Media is and Isn’t Good For
- Anatomy of Hot Monthly Giving Programs
- Advocacy Fundraising for a Non-Advocacy Organization
- Transformational Major Gifts: Re-energize Your Program for Maximum Results

Session: 2:00pm – 3:15pm (1.25 hrs)

- Fresh from the Frontlines: Special Olympics Reports on its Integrated Direct Response Pilot Program
- Spectacular Donor Stewardship
- Fund or not to Fund: An Insightful Discussion Corporate and Foundation Grant Makers on what they Like and Dislike when Receiving Grant Requests
- Securing Funding for International Development from Government and Multi-lateral Agencies
- Donor Acquisition in the “New Normal”
- Online Advertising for Innovators: The Latest and Greatest from Google and Facebook -NFR
- Please Do Not Disturb: How to Respect Privacy and Choice and Still Do Your Job

- Miss Manners: Online Communication Etiquette
- Spin Like a Top: 5 Steps to Smooth Operations
- Case Studies: Nonprofit Fundraising Success Using Social Media

Session: 3:45pm – 5:00pm (1.25 hrs)

- Getting to Know You, Getting to Know All About You: Asking Foundations the Questions You've Always Wanted Answers To
- How to Build and Track a Closed-Loop Marketing Campaign with 100% Accuracy
- Message Matters
- How to Make the Most of Your 15 Minutes: Preparing For and Reacting to Media Coverage of Big Events - NFR
- Kamikaze Fundraising on a Tight Budget: The National Aquarium Washington, DC Story
- Raising Money from Diaspora and Remittances
- How Big is Your Major Gift? (aka Small Nonprofits in the Big Gift World)
- Using Online Tools to Reach Major and Legacy Donors
- Yes, We Need More Donors: Talking to Your Board and Leaders About Investing to Build a Base of Individual Donors

Date: Friday, 22 July, 2011

Session: 8:30am – 9:20am (0.75 hrs)

- Tapping Into Women: Shopping Trends - NFR
- How to Enrich the Donor Experience
- Direct Response #*\$!ups: A Survival Guide
- Lowering Your Bottom Line: Putting In-kind Gifts and Product Donations to Use for Your Greater Good
- Mapping Your Donorbase: Finding Success in Small Places!
- The Power of Digital Narrative Experiences for Audience Engagement
- Innovation in PG Marketing: Case Studies in Pushing the Envelope
- Prospect Research in a Campaign
- 7 Proven Strategies for Jump Starting a Small Fundraising Program
- Process Behind the Thinking: Creating powerful Visual Concepts to Communicate a Client's Mission in Fundraising Channels

Session: 11:00am – 12:15pm (1.25 hrs)

- Finding the ROI in Social Marketing
- Is There a Capital Campaign in Your Organization's Future?
- Direct Mail Tests that are Making Big Differences Now!

- The First 10 things You Must Do to Setup Online Fundraising and Online Fundraising for Your Nonprofit
- Integrated Fundraising and Marketing: A Case Study for the Arts
- How Crowdsourcing and Crowdfunding will Revolutionize Integrated Marketing and Fundraising
- Building a Culture of Philanthropy
- Getting the Most ROI from your PG Marketing Investment
- How to Have Your Cake and Eat It Too! Mixing Cause Marketing and Digital Engagement
- Monthly Giving Tune-Up

Session: 3:00pm – 4:15pm (1.25 hrs)

- Cross-Channel Integration: From Case Studies to Cross-Silo Communications
- Turning Direct Mail Donors into Bigger Contributors
- Keeping it Simple: Starting a Planned Giving Program with Bequests
- Take your Special Event to the Next Level: Over the Top!
- Be Smart and Strategic About the Societal Trends Affecting Grantmaking
- Taking Control of the Annual Fund
- 10 Ideas to Increase your Revenue NOW!
- Matching and Measuring Your Constituents Across All Channels: The Roadmap to Success
- Back to Basics: Successful Member Engagement Strategies to Boost your Retention Rates and Increase Your Bottom Line Now!

Total number of contact hours attended:

(number of contact hours = number of Education points)

Be sure to add these hours to your online application