



# CONTINUING EDUCATION POINTS TRACKER

*CFRE International has developed this form as a way for you to quickly track 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:** 7 – 9 August, 2012 – National Harbor, MD

*Full participation in –The Bridge to Integrated Marketing & Fundraising Conference – is applicable for –up to 11.75 credit hours– in Category 1.B – Education of the CFRE International application for initial certification and/or recertification. Total approved hour per day are: August 7 – 4.0, August 8 – 4.75, August 9 – 3.5*

**Date: Tuesday 7 August 2012**

**Pre Conference Session: 10:00am – 4:00pm  
(3.5 credit hr)**

- The Power of Faith in Fundraising
- Direct Marketing 101
- Fundraising 101
- Dancing with Strangers | Think on Your Feet!

**Date: Wednesday 8 August 2012**

**Session 1: 8:50 am – 9:20 am (1.0 credit hr)**

- You Don't Have To Be a Super-Hero: Launching and Growing a Mid-level Donor Program
- Multichannel 2.0: Source of Sustainer Abundance
- The Influential Fundraiser
- Direct Marketing is Here to Stay...Rejuvenate Your Program to Gain Additional Profit
- Why Aren't They Converting? 7 Ways to Get Your Web Visitors to Act
- High-Maintenance OR High Impact? Understanding Corporate Funding / NonProfit Partnerships
- Recruit, Retain, Results: How to Build a High Performing Board
- The Power of Yes!
- Mining Your Membership for Legacy Gifts: Launching a Planned Giving Program in Your Association
- Creative Across Channels – 60 Minute Bootcamp

**Date: Wednesday 8 August 2012**

**Session 2: 11:15 am – 12:30 pm (1.0 credit hr)**

- Re-envision That Thing in Your Pocket

- Building Blocks of an Effective Face-to-Face Fundraising Program
- The Art and Science of Fundraising: Cultivation and Solicitation alongside Formulas and Reports
- Digital Marketing for Direct Marketers: Discover, Explore and Engage 5 Free Tools to Maximize your Efforts *(NFR Only 1.25 credit hr)*
- Email Case Studies: Engagement Successes for All Audiences
- See into the Crystal Ball of Foundation Giving
- Get...Give...Gulp! Navigating Board and Staff Roles in Fundraising
- The Irrational, Generous Mind of the Donor
- Generating New Revenue for your Association: Dues Renewals and Staff Campaigns Can Make The Difference
- Meet the Copywriting Pros *(NFR Only – 1.25 credit hr)*

**Date: Wednesday 8 August 2012**

**Session 3: 2:15 pm – 3:30 pm (1.0 credit hr)**

- Monthly Giving Programs from a Donor's Perspective
- What's hiding behind your petition? Finding donors through advocacy
- From Caterpillar to Butterfly: Transformation through Capital Campaigns
- How Inbound Marketing Can Work for You! *(NFR Only – 1.25)*
- Social Media and Data: A Love Story
- Creating Corporate Relationships That Fit
- The Perfect Ask: A Participatory Workshop

- You're Good but Could you be Great?
- Increasing Renewals and Non-dues Revenue with Marketing Automation *(NFR Only – 1.25 credit hr)*
- Video Storytelling That Gets Results *(NFR Only – 1.25 credit hr)*

**Date: Wednesday 8 August 2012**

**Session 4: 4:00 pm – 5:15 pm (1.0 credit hr)**

- Steal Cage Death Match: Copy vs. Design *(NFR Only – 1.25 credit hr)*
- Fact v. Fiction: What's New Online that Really Works?
- Building a High Performance Team to Support Major Donors
- Privacy and Marketing: The Next Battleground *(NFR Only – 1.25 credit hr)*
- Mixing Business and Pleasure: Managing Your Brand in Social Media *(NFR Only – 1.25 credit hr)*
- Corporate & Foundation Funding: An Inside Look into Grant Selection
- Board and Staff Relationships: Train wreck or Teamwork?
- Meet The Agitator: A Fun and Interactive Conversation
- What Does the Next Generation Seek in Membership? Converting Student Chapter Members into Full-time Association Members
- Storytelling for Major Donors: Messaging that Gets the Big Gift

**Date: Thursday 9 August 2012**

**Session 5: 8:15 am – 9:20 am (1.0 credit hr)**

- DRTV – Can You Make it Work for Your Organization?
- How to Knock Down a Silo With a Hammer: A Roadmap for Cross-Channel Integrated Fundraising
- Branding and Communication Strategies during Capital Campaigns
- DM Crash Course: Everything You Need to Know to Maximize Your Direct Mail Marketing Campaign in 60 Minutes! *(NFR Only – 1.0 credit hr)*
- Moving Beyond First Impressions: The Rise of Engagement-based Media. How Its Changing the Market and Why It's Here to Stay *(NFR Only – 1.0 credit hr)*
- Growing Your File in Every Channel
- How to Measure and Manage Donor Commitment to Raise More Money
- The Power of Analytics: How to Harness the Full Power of Analytics Across your Direct Response Fundraising Programs
- The Power of Yes!

- Developing a Successful Planned Giving Marketing Program

**Date: Thursday 9 August 2012**

**Session 6: 11:15 am – 12:30 pm (1.0 credit hr)**

- What's Working in Acquisition?
- "Liking" Each Other: Best Practices for Corporate and Non-profit Partnerships on Social Media
- The Art of the Ask: Managing the Unexpected
- The Five "A's": What Best-in-Class Marketers Do Differently To Achieve Performance and Measurement *(NFR Only – 1.25 credit hr)*
- 37 Must-have Strategies to Better Engage Your Website Visitor
- Supercharging Your Test Plan Through The Use of Multivariate Testing
- Between the Asks: Building Brand, Donor Loyalty and Greater Revenue
- Life Time Value Case Studies
- Anatomy of Monthly Giving
- Date Modeling in PG Marketing: Targeting Your Very Best Prospects

**Date: Thursday 9 August 2012**

**Session 7: 2:00 pm – 3:15 pm (1.0 credit hr)**

- I Can't Believe That Won? Surprising Direct Response Test Results!
- Multi-channel Media Planning & Optimization in a Non-Direct World
- Origins of Giving...Affairs of the Heart: Conversations of Consequence
- 5 Winning Strategies for Insurance Marketers *(NFR Only – 1.25 credit hr)*
- Myth busters: Cracking the Code on Social Marketing Revenue
- Acquisitions Running on Empty? Sources of New Names for Your Direct Mail Program!
- What is Old is New Again
- Spectacular Donor Stewardship
- Social Networking for Planned Gifts: How to Multiply your Donor Relationships
- And You Would be?? Getting to know your donors to increase their value

**Total number of contact hours attended:**

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