



# 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:** 31 July – 2 August, 2013 – National Harbor, MD

*Full participation in **The Bridge to Integrated Marketing & Fundraising Conference** is applicable for up to 12.0 credit hours in Category 1.B – Education of the CFRE International application for initial certification and/or recertification. Total approved hour per day are: July 31 – 5.00, August 1 – 4.00, August 2 – 3.00*

**Date: Wednesday July 31 2013**

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

- Direct Marketing 101
- Fundraising 101

**Date: Thursday 1 August 2013**

**Session 1: 8:15 am – 9:20 am (1.0 credit hr)**

- Sustaining Your Sustainers: Growing Donor Lifetime Value
- The Winners and Losers of Direct Response Tests
- Global Fundraising: State of the System
- Writing for Four, Five, and Six Figure Gifts
- Content Marketing: Where does it all come from?
- The Holy Grail Checklist: Planning A Powerful Multi-Channel Campaign
- Best Practices in Philanthropic Communications
- Nonprofit Social Innovation
- Don't Test THAT...Test THIS
- Blockbuster Controls and How They Got That Way
- How to Work with Super Models!

**Date: Thursday 1 August 2013**

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

- The Giving Hispanic Market: Don't Miss Out
- Is it time to rethink your website?
- Leveraging Your Special Events for Major Giving
- Big Data How to Execute

- Tanked! Seven Online Campaigns That Should Have Performed But...Didn't.
- Building a Philanthropic Board
- Measuring Results: Statistics for Membership and Fundraising
- Fundraising in the One-Person Development Shop
- Breaking Out of The (Mail) Box – A Case Studies in Acquisition Breakthroughs
- Social Ecosystem vs. the World: Creating Impact with Social Data

**Date: Thursday 1 August 2013**

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

- The Art of Storytelling: Translating Your Organization's Story Across Channels
- Multichannel Mythbusters
- Seven Game-Changing Fundraising Strategies to Reach Today's Finicky Donors
- Marketing Budget Trends – Where Should Your Money Go
- Marketing Fundraising Fun- Applying Gamification to Digital Philanthropic Work
- Attention Doesn't Scale
- 7 Simple Secrets to Turning Lapsed Donors into Active Givers
- Online Acquisition and Lead Generation – Case Study in Acquisition (and Conversion!)
- Standing on the Shoulders of Giants: Lessons from the Expert

**Date: Thursday 1 August 2013**

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

- Telemarketing Never Died: How to Maximize Revenue Over the Phones
- Effective Political Fundraising/Engagement? When You're NOT Running for President
- The Great Wealth Transfer: Grow Your Slice of the Pie with Stewardship
- Email And Mobile? Perfecting the Digital Marketing Mix
- Email Case Studies: Engagement & Revenue Successes for All Audiences
- Running an Upbeat Campaign in a Challenging Economy
- The Challenges of Trying to Expand Your Membership Program in a Tough Market
- CSI Washington: Copy Scene Investigation
- Cracking the Online Code: Finding and nurturing online donors
- Trying Times: Making the Case for New Donor Acquisition

**Date: Friday 2 August 2013**

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

- The Winners and Losers of Direct Response Tests
- Integrated Campaigns: Proven Strategies for Boosting Campaign Results
- Forget the Silos: Using Direct Marketing to Grow Planned Giving
- Social Media – A Love Story
- Are You Ready for the Year-End? Case Studies of Winning December Fundraising Strategies
- Blossoming Leadership: Growing Volunteers for Greater Impact
- Let's Stay Together: Relationships that Strengthen Communication and Development Initiatives
- Cause Marketing: 0-60 In Less Than Eighteen Months
- Top Ten Tactics: Building Donor Loyalty
- Hidden Operational Flaws that Undermine Fundraising

**Date: Friday 2 August 2013**

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

- America's Next Top Model – Modeling Your Multi-Channel Program
- Rising Tide Floats All Boats – DRTV and Multi-channel Fundraising
- Annual Giving: Creating a Funnel to a Strong Advancements Program

- Branding Your Company through Community Involvement (including gamification)
- Unleashing Mobile: How to Extend Mobile's Mission Impact Beyond Fundraising
- Talk Back to Dan Pallotta: 5 Points Boards Must Now Consider
- High-Maintenance or High Impact? Understanding Corporate Funding/Nonprofit Partnerships
- Revealing New Insights – How New Donor Behavior Influences Your Organization.
- Leadership Gurus Lessons for the New Normal

**Date: Friday 2 August 2013**

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

- \$5 Million from SMS, 500,000 monthly sustainers, and more: What Americans can learn from how Europeans build their sustainer programs
- Think Fast, Think Big: Secrets of America's Most Sophisticated Nonprofits
- The Psychology of Giving
- Trends in Direct Mail That Get Results
- Keeping Up With the Cool Kids: Social Media for Nonprofits
- Fire Up Your Board for Fundraising!
- Social Media Best Practices for Associations
- Driving NASCAR for Hunger: A Cause Marketing Platform with Results
- Between the Asks: Building Brand, Donor Loyalty and Greater Revenue
- Telling Powerful Stories

**Total number of contact hours attended:**

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