



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: - Association of Fundraising Professionals, MA Chapter
Title of Activity: - 2017 AFP MA Conference on Philanthropy
Names of Presenter(s): - Various
Dates and Location: - 29 November, 2017 – Boston, MA, United States

Date: 29 November, 2017

Session 1: 9:15am – 10:15am (1 pt)

- The Right Insights for the Right Outreach at the Right Time (AF)
- Campaigns as a Tool to Level Up and Change Organizational Culture: A Case Study (MG)
- Your Greatest Fundraising Fears: Legacy Gifts (PG)
- Tips from the Trenches, Special Events Planning & Execution (SE)
- Inside the CEO/CDO Relationship (LM)
- How to Level Up Foundation Support (CF)
- Proactively Managing Your Career (TM)
- Segmenting for Success: Identifying Wealth and Philanthropy in YOUR Database (RA)

Date: 29 November, 2017

Session 2: 10:30am – 11:45am (1.25 pts)

- Building an Ongoing Culture of Philanthropy through Annual Giving (AF)
- Pivoting - The Secret to Successfully Handling Difficult Donor Conversations (MG)
- Tools for Success (LM)
- Yes, You Need a Business Plan! (LM)
- Boomer, Gen X, and Millennial Women: Do they give differently? (LM)
- Prospecting for Peak Performance (RA)
- But How Do You Know It's Working? Outcome Measurement and Evaluation (CF)
- Building Your Career by Successfully Transitioning Between Sectors (TM)

Date: Day Month, 2017

Keynote: 12:30pm – 1:30pm (1 pt)

- If You Can See it, You Can Be It with Chef Jeff Henderson

Date: 29 November, 2017

Session 3: 2:00pm – 3:15pm (1.25 pts)

- How to Raise More Money with Multi-Channel Marketing (AF)
- Moves Management (MG)
- Donor-Advised Funds: Panel Discussion from Various Perspectives (PG)
- Can Crowdfunding Jumpstart My Non-Profit's Fundraising? (MC)
- Trends in Philanthropy (LM)
- Shifting Cultural Paradigms in the Practice of Philanthropy (LM)
- How to Attract New Sponsors and Make Existing Relationships Work Harder for Your Nonprofit (CF)
- HR Recruiters Perspective: What Are They Looking For? (TM)

Date: 29 November, 2017

Session 4: 3:30pm – 4:30pm (1 pt)

- Fundraising Success for Organizations with No Alumni or Grateful Patients (AF)
- The Use of Technology to Engage Every Generation (AF)
- Making the Ask: Wait-what? You say that's the easy part? (MG)
- Storytelling for Nonprofits (MC)
- The Ethics Game (LM)
- Partnering with CEOs, Boards, and Fundraising Volunteers (LM)
- Meet the Funders (CF)
- Managing and Motivating Employees to Achieve the Goals (TM)

Total number of points attained: _____