



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 for Healthcare Philanthropy
Title of Activity: - Madison Institute 2023: Mini-Track - Philanthropy Communications & Marketing
Names of Presenter(s): - Michael J. Beall
Dates and Location: - July 16-18, 2023 – Madison, WI, USA

Date: July 16, 2023

Session 1: 5:00 pm – 6:30 pm (1.5 pts)

- Welcome & Agenda Overview

Date: July 17, 2023

Session 1: 8:00 am – 9:00 am (1.0 pts)

- General Session: State of the Union of Healthcare Philanthropy

Session 2: 9:00 am – 11:45 am (2.75 pts)

- The Product of Philanthropy, Case for Support and the Role of Communications

Session 3: 1:15 pm – 2:45 pm (1.5 pts)

- Campaign Communications

Session 4: 3:00 pm – 5:00 pm (2.0 pts)

- Grateful Partnership Communications

Date: July 18, 2023

Session 1: 7:30 am – 8:30 am (1.0 pts)

- General Session: Inclusive Philanthropy

Session 2: 9:00 am – 10:00 am (1.0 pts)

- Brand Alignment, Strategy Workshop

Session 3: 10:15 am – 11:45 am (1.5 pts)

- Panel Session

Total number of points attained: _____

Courses Marked **NFR** (Non Fundraising Related) may be counted towards the 10 point maximum of NFR Courses on the initial CFRE application and the 5 point maximum on the re-certification application.

Find more **CFRE approved** continuing education opportunities on **My Education Finder**:
<http://www.cfre.org/continuing-education/my-education-finder/>