



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: - AHP Campaign Excellence Summit 2024
Names of Presenter(s): - Various
Dates and Location: - 18-20 March, 2024 – Denver, CO USA

Date: 19 March, 2024

Session 1: 8:30am – 9:30am (1 pt)

- Everything, Everywhere, All at Once: Healthcare Campaigns in 2024

Date: 19 March, 2024

Session 2: 9:45am – 10:45am (1 pt)

- The Power of Campaigns: Transforming a Health System's Culture of Philanthropy
 - Once Size Does NOT Fit All... How Do You Determine the Right Approach and Strategy for Your Campaign?
 - Selecting a Campaign Consultant

Date: 19 March, 2024

Session 3: 11:15am – 12:15pm (1 pt)

- Community Triumph: A Journey Through a Transformational Behavioral Health Campaign
 - Old & Trusted or Cinderella Story? Your Own March Madness
 - My Campaign is Stuck! Reenergizing and Reviving Stalled Campaigns

Date: 19 March, 2024

Session 4: 12:30pm – 1:15pm (1 pt)

- Making Your Campaign Count – Leveraging Data to Drive Success!
 - Optimizing Campaign Project Selection

Date: 19 March, 2024

Session 5: 1:30pm – 3:00pm (1.5 pts)

- Are You Campaign Ready? And Which Type of Campaign?
 - Breaking Through: Mastering the Art of Campaigning in a Competitive Market
 - Refresh Your Campaign Approach to Embrace Community Health Equity Initiatives

Date: 19 March, 2024

Session 6: 3:30pm – 4:30pm (1 pt)

- Nor Your Grandparent's Campaign: Evolve, Solicit, Succeed
 - Concluding a Campaign While Planning for the Next One
 - Driving Team Fluency for Fundraising Success. It's Not About the Brochure.

Date: 20 March, 2024

Session 7: 8:00am – 8:45am (1 pt)

- Ready... Set... Go? Are You Ready for a Campaign?
 - Building a Syndicate of Early Donors to Accelerate Campaigns and Innovation

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.

Date: 20 March, 2024

Session 8: 9:00am – 10:00am (1 pt)

- Stewardship: A Campaign's Secret Ingredient
- A New Campaign Era – Health Equity Fundraising Alongside Clinical Priorities
- Engaging Volunteers in Campaign Management

Date: 20 March, 2024

Session 9: 10:30am – 11:30am (1 pt)

- Campaigns During Times of Mergers, Acquisitions, and Disaffiliations
- Zero to \$100 Million: System Campaigns Built to Transform Communities
- Listen! Donor and Stakeholder Voices Inform Campaign Messaging

Date: 20 March, 2024

Session 10: 11:45am – 12:30pm (1 pts)

- Your Brand is More Than Your Campaign

Total number of points attained: _____