

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: - 2014 AHP International Conference
Names of Presenter(s): - Various
Dates and Location: - 22-25 October, 2014 – Palm Desert, CA USA

Date: 22 October, 2014**Session 1: 8:00 AM 4:00 PM (6.5 pts)**

- AHP Development Primer
 - AHP Advanced Course in Health Care Fundraising

Session 2: 10:30 am – 3:30 pm (3.5)

Best Practices under HIPAA: Understanding the U.S. Privacy Regulation and How to Achieve Fundraising Success

Date: 23 October, 2014**Session 1: 9:00 AM – 10:15 AM (.75 pts)**

- Opening Keynote with Dan Pallotta

Session 2: 11:00 AM – 12:15 PM (1.25 pts)

- Strategies to Create a High Performing Board
 - Benchmarking: Looking Backward to Go Forward
 - How to Increase Grateful Patient Referrals from Engaged Physician/Caregivers
 - Reframing the Foundation for Broad Systems Impact
 - The Art and Science of Small Capital Campaigns
 - Defining “Moves”: How to Build Sustainable Major Gift Programs

Session 2: 11:00 AM – 2:30 PM (2.5 pts)

- Sideways, Up, Through, Down, Around and Over: Exploring the Pathways to Leadership in Health Care Philanthropy

Session 3: 1:15 AM – 2:30 PM (1.25 pts)

- Breaking the Glass Ceiling in Health Care Philanthropy

- Building A Culture of Philanthropy in a Small Shop
 - Rainmakers: the Art and Science of retaining the Best and Brightest Staff
 - Are You Major Gifts Ready?: Characteristics of Highly Successful Development Shops
 - The Color of Money: Mobilizing Cultural Communities to Support Your Cause
 - You’ve Reached Your Goal. What’s Next?

Session 4: 3:15 AM – 4:45 PM (1.5 pts)

- Compelling Conversation with Leslie Crutchfield

Date: 24 October, 2014**Session 1: 9:00 AM – 10:15 AM (1.25 pts)**

- Building Blocks for an Effective Social Media Strategy
 - Engaging the Next Generation of Philanthropists
 - Enterprise Engagement: It Begins in the C-Suite
 - Paving the Way for Process Improvement of Your Major Gifts Program
 - The Evolution and Ripple Effects of an Impact Gift
 - The Wide and Wonderful World of Peer-to-Peer Fundraising

Session 2: 10:45 AM – 12:00 PM (1.25 pts)

- Building and Implementing Strategic Cultivation Plans for High Performing Gift Officers
- Emerging Trends in Federal Health Care Grants and Cooperative Agreements
- Fundraising at its Best: A Balanced Approach
- The Development Committee Handbook: How to Manage Your Volunteers to Success
- The Five-Tool Fundraiser
- The Impact and Importance of Excellent Stewardship

Session 3: 12:00 PM – 1:45 PM (1.25 pts)

- Compelling Conversation with Susan RoAne & Si Seymour Award Luncheon

Session 4: 2:15 PM – 3:30 AM (1.25 pts)

- Between the Lines: What Your Financial Statements Really Say
- Driving Strategic Alignment: A Key Lever to Optimizing the Impact of Philanthropy

- Major Gift Fundraising: A Volume-based Sales Approach

- Preparation for the Role of Chief Development Officer: Are We Teaching and Learning the Right Competencies Today for Leadership Tomorrow?

- Endowments: The Gifts that Keep on Giving

Session 4: 2:15 PM – 5:00 PM (2.5 pts)

- Little Giants: Small Shops Maximized for Massive Mission

Session 5: 3:45 AM – 5:00 PM (1.25 pts)

- Building a Capacity for Transformational Gift Idea Development

- From Fuzzy to Sticky: Creating a Compelling Story to Motivate Donors, Board Members and You

- Making an Artful Ask

- Stepping Up Your Game: Finding New Ways to Entice Donors to Support a Worthy Cause

- Why Physicians Want to--and Should--Be Involved with the Philanthropic Purpose

Date: 25 October, 2014

Session 1: 9:00 AM – 10:15 AM (1.25 pts)

- Direct Mail is Dead! (Plus Seven Other Health Care Fundraising Myths)

- Managing Fundraising Teams in the Second Philanthropic Era

- Systems Success: Are You New to the Family? What Do You Bring to the Table and What Are the Rules?

- The Change Journey: A Framework and a Case Study

- Increase Your Ability to Raise Money by Creating an Internal Culture of Philanthropy

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

- Celebrating Kindness: A Grateful Patient Program Analysis and Case Study

- Gift Officer Accountability: Where to Start?

- Planned Gifts Online Marketing Study: An Analysis of Email, Web, Mobile and Social Media Analytics for Planned Gifts. Plus a Case Study on Planned Giving Marketing Success.

Total number of points attained: _____