



## 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 Healthcare Philanthropy]  
**Title of Activity:** - [International Conference]  
**Names of Presenter(s):** - [Various]  
**Dates and Location:** - [October 18-21, 2017, New Orleans, LA]

**Date: Wednesday, October 18, 2017**

**Pre-Conference Workshop: 9:00 [am] – 5:00 [pm] (7 pts)**

- [Advanced Course in Health Care Fundraising]
- [Primer Workshop]
- [Healthsystem Development Program]

**Date: Wednesday, October 18, 2017**

**Pre-Conference Workshop: 1:00 [pm] – 5:00 [pm] (4 pts)**

- [HIPAA Workshop]
- [CDO Forum]

**Date: Thursday, October 19, 2017**

**Keynote: 9:00 [am] – 10:15 [am] (1.25 pts)**

- [Opening Keynote with Shabnam Mogharabi]

**Date: Thursday, October 19, 2017**

**Session 1: 11:00 [am] -12:15 [pm] (1.25 pt)**

- [The Top 10 Strategies for a Successful Monthly Giving Program]
- [The Priority Pivot: Continuing the Campaign Dance When the Music Changes]
- [Corporate Partnerships: Why Cause Marketing is Not Sustainable and You Need to Evolve]
- [Securing Blended and Documented Planned Gifts: Three Steps of the Philanthropic Learning Curve]
- [Hospice Fundraising: Emerging Grateful Patient and Family Programs]

**Date: Thursday, October 19, 2017**

**Session 2: 1:15 [pm] – 2:30 [pm] (1.25 pt)**

- [Bridging the Leadership Divide]

- [The Art of Inquiry: Conversation Strategies that Raise More Money]
- [Leading From the Donors View: Campaign Project Selection and Design from the Strategic Plan]
- [The Practice of Gratitude: The Rest of the Grateful Patient & Family Journey]
- [Keep Your Friends Close: Simple, Creative Stewardship for Small/Medium Shops]
- [How High Performers Allocate Resources for Peak Production]

**Date: Thursday, October 19, 2017**

**Closing Session: 3:30 [pm] – 4:45 [pm] (1.25 pts)**

- [Plenary Session with Amy Blankson]

**Date: Friday, October 20, 2017**

**Session 1: 9:00 [am] – 10:15 [am] (1.25 pts)**

- [Building the System Development Organization]
- [Those Who Plan the Battle Do Not Battle the Plan: A Roadmap for Transformational Revenue Growth]
- [Encouraging Character: Team Building and Management Today]
- [Overcoming Physician Objections to Grateful Patient Fundraising]
- [Thinking Beyond What Can Be Imagined: The New Era of Cases for Support]
- [The Flexible Fundraiser: Matching Your Approach with the Donor's Personality]

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: Friday, October 20, 2017**

**Session 2: 10:45 [am] – 12:00 [pm] (1.25 pts)**

- [DIY: Building a Campaign Toolkit]
- [Inspired to Go Off the Grid: A Systemwide Comprehensive Campaign]
- [Onboarding a New CEO and Fundraising Performance]
- [The Anatomy of a Contemporary Campaign]
- [Invite Women to the Donor Table: Expand Your Major Gift Pipeline and Rethink Your Major Gift Donor Approach]
- [A Sensitive Approach to Your Globally Diverse Philanthropy]

**Date: Friday, October 20, 2017**

**Keynote: 12:00 [pm] – 1:45 [pm] (1.75 pts)**

- [Compelling Conversation with Heath Slawner: Start With Why]

**Date: Friday, October 20, 2017**

**Session 3: 2:15 [pm] – 3:30 [pm] (1.25 pts)**

- [Sick Kids VS Apathy]
- [Creating Million Dollar Gifts with Physician Partners: Strategy to Tactics: Big Vision=Big Gifts]
- [Reframing Development Leadership in Convulsive Times]
- [Cross Functional Team VS Dysfunctional Team: Bringing the Collaborative Principles of the Operating Room into Fundraising to Achieve the Ultimate Goal of Increasing Revenue]
- [Breaking Up Is Hard to Do: How to Focus on Your Portfolio]
- [New to the Fundraising Role?: Learn Tips That Will Lead to Success]

**Date: Friday, October 20, 2017**

**Session 4: 3:45 [pm] – 5:00 [pm] (1.25 pts)**

- [Best Practices for a System Rollout of Grateful Patient Programs]
- [Advanced Event Metrics: Beyond the Low-Hanging Fruit]

- [Bequests: Who Wants to Make Them and How to Get Them]
- [Major Gift Cultivation and Stewardship at Special Events: It Can Work! A Case Study]
- [Ethics of Working with Aging Donors]

**Date: Saturday, October 21, 2017**

**Session 1: 9:00 [am] – 10:15 [am] (1.25 pts)**

- [Digital is Development: Online Strategy for Building Relationships]
- [Dealing with the Data Deluge: Recommendations and Best Practices for Managing Patient Screening Data]
- [An Employee Campaign Guaranteed to Deliver Maximum ROI]
- [Scheduling by the Numbers: How a Formalized Call Scheduling Program Can Impact Your Health System Within 90 Days]
- [Philanthropy and the 21<sup>st</sup> Century: Implications of Diversity]
- [Make Your Stories and Content Work Harder for You]

**Date: Saturday, October 21, 2017**

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

- [The Art and Science of Philanthropy Champions: How to Double Your Fundraising Team and Your Revenue Without Doubling Your Investment]
- [Landmines and Goldmines: Why You (and Everyone Else in Your Office) Needs to Understand Donor-Advised Funds]
- [Using Raiser's Edge to Build a World-Class Major Gifts Program]
- [Stewardship: The Unicorn of Fundraising]
- [Employee Giving: Overlooked and Underrated]
- [Patient Data Integration with Donor Database]

**Total number of points attained: \_\_\_\_\_**

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