



## 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 International Conference 2024  
**Names of Presenter(s):** - Various  
**Dates and Location:** - 6-8 November, 2024 – San Diego, CA USA

### Date: 6 November, 2024

#### **Session 1: 8:00am – 4:00pm (7 pts)**

- AHP Development Primer
- CFRE Exam Compass Review Course
- Leading Forward Executive Forum **(5.5 pts)**

### Date: 6 November, 2024

#### **Session 2: 2:00pm – 4:00pm (2 pts)**

- Listen! Donor and Stakeholder Voices Inform Campaign Messaging
- Sharp HealthCare Philanthropy
- Understanding the AI Revolution in Healthcare Philanthropy

### Date: 6 November, 2024

#### **Session 3: 4:30pm – 5:30pm (1 pt)**

- Roundtable: Comprehensive Campaigns
- Roundtable: Capital Campaigns
- Roundtable: Mini-Campaigns
- Roundtable: Donor Engagement Through Stewardship
- Roundtable: Philanthropy Operations
- Roundtable: Resilience

### Date: 7 November, 2024

#### **Session 4: 9:30am – 10:30am (1 pt)**

- Opening Keynote: Leveraging AI for Good – The Next Renaissance

### Date: 7 November, 2024

#### **Session 5: 11:00am – 12:00pm (1 pt)**

- The Great Wealth Transfer: Priorities for a Generational Legacy of Compassion
- How a Data Analytics Program Can Transform Fundraising
- Reviving Fundraising When it Seems Out of Breath
- The Power of Moments: Broad and Personalized Stewardship
- Thinking Outside the Shop: Beyond Cause Marketing
- When Physicians and Philanthropy Overlay: The Power of Collective Giving

### Date: 7 November, 2024

#### **Session 6: 1:30pm – 2:30pm (1 pt)**

- Attracting and Retaining Talent: Compensation or Culture?
- Beyond Physicians: Engaging the Hospice and Hospital at Home Care Teams in Grateful Patient and Family Programs
- Bridging the Gap: Philanthropy's Role in Advancing Health Equality
- C-Suite Engagement: Strategies of a High Performing CEO/CDO Team
- How a Renewed Focus on Gift Planning is Advancing Mission at a Children's Hospital
- How Age is Driving Donor Audience Strategies for Healthcare

### Date: 7 November, 2024

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.

**Session 7: 3:15pm – 4:00pm (1 pt)**

- Enhance Your Hybrid Team's Ways of Working
- Fresh Data for New Times: The Healthcare Campaign Survey Series
- Growing Love: Our North Star for Legacy Giving
- How to Qualify a Physician Partner
- Rethinking Board Engagement
- Strategic Planning for Legacy Giving: A Hands-On Workshop

**Date: 7 November, 2024**

**Session 8: 4:15pm – 5:15pm (1 pt)**

- Fundraising Even When Funds Aren't Being Spent
- It's Time to Pay Attention to Gen X and Millennials
- Standing Up a Successful Digital-First Grateful Patient Program
- The Keys Are in Your Hands: A Guide to Accepting Gifts of Real Estate
- Your Own Giving Day is Your Secret Weapon

**Date: 8 November, 2024**

**Session 9: 7:45am – 8:45am (1 pt)**

- Learning Session for Canadian Delegates

**Date: 8 November, 2024**

**Session 10: 9:00am – 10:00am (1 pt)**

- Bridging Gaps; Philanthropy's Impact on Equitable Health Access & Care
- Donor Advised Funds: On the Rise! What Are They All About?
- Engaging the C-Suite – Seeking a Vibrant Vulnerability Partnership
- Shark Tank Meets Philanthropy: Engaging Donors to Catalyze Healthcare Innovation
- Think EVEN BIGGER Together: Learnings from a Join Fundraising Venture
- Unlock Your Fundraising Potential with Benchmarking Data

**Date: 8 November, 2024**

**Session 11: 10:30am – 11:15am (1 pt)**

- Building a Well-Oiled Prospect Research Machine
- Insights from the 4<sup>th</sup> Annual Digital Fundraising Benchmark Report for Hospitals
- Staging A Successful Campaign

- The Power of Community: City of Hope's Strategy for Lasting Giving
- Transforming Grateful Patient Programs
- Using AI to Cut Fundraising Cycles: A Case Study

**Date: 8 November, 2024**

**Session 12: 11:30am – 12:30pm (1 pt)**

- Aligning the Stars: Elements of a Successful Capital Campaign
- Beyond ChatGPT: Other AI Tools for Development Professionals
- Coming of Age: Triumphs and Pitfalls of Strategic Growth
- Local or Systemwide? Annual Giving Dos and Don'ts
- Playing in "The Gray Area": Ethical Discernment in Healthcare Philanthropy
- We Can't Do This Alone: Demonstrate the Impact of Executive & Physician Partnerships Through Innovative Impact Reporting

**Date: 8 November, 2024**

**Session 13: 12:45pm – 1:45pm (1 pt)**

- Closing Keynote: Tom Priselac

**Date: 8 November, 2024**

**Session 14: 2:00pm – 3:00pm (1 pt)**

- Building a Young Professionals Board
- From Concept to Grateful Patient Program in 16 Weeks
- I Am Not Your Robot: Achieving Bold Accountability in Leadership Giving and Major Gifts
- Navigating the Yin and the Yang of DevCom and MarCom
- The Ungrateful Patient: Service Recovery Philanthropy

**Date: 8 November, 2024**

**Session 15: 3:30pm – 4:30pm (1 pt)**

- Eight-Figure Transformational Gifts; 8 Lessons Learned and the AHP Connection
- Leveraging Government Grants to Meet Fundraising Revenue Goals
- Mid-Level is NOT Annual Giving (And Other Mid-Level Myths)
- Working with Grieving Donors

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