



CERTIFIED FUND RAISING EXECUTIVE

Approved Provider for Continuing Education 2024

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 21-23, 2024 - Madison, WI, USA

Date: July 21, 2024

Session 1: 1:00 pm - 2:30 pm (1.5 pts)

- Welcome & Agenda Overview

Session 2: 2:45 pm - 3:45 pm (1.0 pts)

- The Product of Philanthropy Workshop Part 1

Session 4:00 pm - 5:30 pm (1.5 pts)

- The Product of Philanthropy Workshop Part 2

Date: July 22, 2024

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

- General Session: Science and Ethics of Gratitude

Session 2: 9:00 am - 10:30 am (1.5 pts)

- Case for Support

Session 3: 10:30 am - 12:00 pm (1.5 pts)

- Experiential Stewardship

Session 4: 1:15 pm - 3:00 pm (1.75 pts)

- Campaign Communications Part 1

Session 5: 3:00 pm - 4:30 pm (1.5 pts)

- Campaign Communications Part 2

Date: July 23, 2024

Session 1: 9:00 am - 10:30 am (1.5 pts)

- Grateful Partnerships

Session 2: 10:30 am - 12:00 pm (1.5 pts)

- Gratitude Branding and Messaging

Session 3: 1:15 pm - 3:00 pm (1.75 pts)

- Storytelling & Creative

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

- Storytelling & Creative

Total number of points attained: _____/18.0

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.

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<http://www.cfre.org/continuing-education/my-education-finder/>