



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: - 2024 Madison Institute: Major Gift Initiatives and the Campaign
Names of Presenter(s): - Various
Dates and Location: - July 21-25, 2024 – Madison, WI

Date: July 21, 2024

Session 1: 1:00 pm – 2:15 pm (1.25 pts)

- Introductions and Course Preview

Session 2: 2:15 pm – 3:00 pm (0.75 pts)

- Building the Master Campaign Plan

Session 3: 3:15 pm – 4:00 pm (0.75 pts)

- Overview of Emerging Trends

Session 4: 4:00 pm – 5:00 pm (1.0 pts)

- Inclusive Philanthropy

Session 5: 5:00 pm – 6:00 pm (1.0 pts)

- Integrating DEI into Campaigns

Date: July 22, 2024

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

- General Session: Science & Ethics of Gratitude

Session 2: 9:15 am – 10:15 am (1.0 pts)

- Developing the Case for Support

Session 3: 10:15 am – 11:15 am (1.0 pts)

- Feasibility Study & Campaign Readiness

Session 4: 11:30 am – 12:30 pm (1.0 pts)

- The Profile of Top Leadership

Session 5: 1:30 pm – 2:30 pm (1.0 pts)

- Grateful Patient Work & Engaging Clinician Partners

Session 6: 2:30 pm – 3:30 pm (1.0 pts)

- AI Opportunities within the Campaign

Session 7: 3:30 pm – 4:30 pm (1.0 pts)

- Mining Your Database for Campaign Prospects

Session 8: 4:30 pm – 5:00 pm (0.5 pts)

- Faculty Panel with Rapid Fire Questions

Date: July 23, 2024

Session 1: 9:00 am – 11:00 am (2.0 pts)

- Securing the Visit and Making the Call

Session 2: 11:15 am – 12:15 pm (1.0 pts)

- Individual Plans & Lifecycle of a Donor

Session 3: 1:15 pm – 2:15 pm (1.0 pts)

- Recognition & Stewardship in the Campaign

Session 4: 2:15 pm – 3:15 pm (0.75 pts)

- Volunteer Motivation, Management and Training (Engaging Donors on the Outside)

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/>

Session 5: 3:30 pm – 4:00 pm (0.5 pts)

- Facilitated conversations: Campaigns for the Greater Community

Session 6: 4:00 pm – 4:45 pm (0.75 pts)

- Group Work

Session 7: 2:30 pm – 3:30 pm (1.0 pts)

- Grateful Patient Work Within a Campaign

Session 8: 3:45 pm – 4:30 pm (0.75 pts)

- Engaging Clinical Partners Within a Campaign

Date: July 24, 2024

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

- Annual Giving in the Campaign

Session 2: 10:15 am – 11:15am (1.0 pts)

- Employee Giving in a Campaign

Session 3: 11:15 am – 12:15 pm (1.0 pts)

- Planned Giving in a Campaign

Date: July 25, 2024

Session 1: 9:45 am – 10:45 am (1.0 pts)

- Marketing the Campaign

Session 2: 11:00 am – 12:00 pm (1.0 pts)

- Keeping Score: What to Count and How to Count It

Session 3: 1:00 pm – 3:30 pm (1.5 pts)

- Group Presentations

Session 4: 3:30 pm – 4:30 pm (1.0 pts)

- Faculty Panel – Rapid Fire Questions

Total number of points attained: _____/27.75

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