



Certified Fund Raising Executive
The credential for fundraising professionals

CONTINUING EDUCATION POINTS TRACKER

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) a record of the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended and, where necessary, fill in the session title. 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: AFP Greater Toronto Chapter
Title of Activity: AFP Congress 2010
Names of Presenter(s): Various
Dates and Location: 30 November – 2 December, 2010 – Toronto, Ontario CANADA

Date: Tuesday, 30 November, 2010

Session: 10:30am – 12:30pm (2.0 hrs)

Tracks

- Getting to Great Creative is No Accidents
- Social Networking and Online Fundraising Success
- Donors, Data and Dignity
- All Things Possible: Bringing Your Board on Board to Raise More Money
- Translating Public Awareness into Targeted Appeals
- The Evolution of the Capital Campaign
- From the Top: The Board's Perspective
- Donor Retention: Communicating to Keep Donors
- Corporate Partnerships for Unique Opportunities and Divers Markets
- Creative Power
- Campaign Feasibility Studies: A Readiness Assessment or An Opportunity to Get Ready?

Session: 2:00pm – 3:30pm (1.5 hrs)

Tracks

- You're Never Too Small for Sponsorship! Building Sponsorship Programs for Small Organizations
- Face to Face 101
- I Will Follow You Forever More, That's What Friends Are For: Facebook and Twitter Essentials
- Stewardship for Today's Donor: Beyond Moves Management and Donor Walls
- Fire Up Your board for Fundraising: Easy Fundraising and Fundraising Jobs for Board Members
- Herding Cats – A Guide to Working with the Front Line!

- Your Community's Diversity Profile: A Strategic Tool in Your Fundraising Kit
- Strategic Partnerships: Opportunities and Issues
- Team Work Makes the Dream Work
- Breakthrough Non-Profit Branding: Seven Principles to Power Extraordinary Results
- Essential Charity Law Update: What Every Fundraiser Needs to Know

Session: 4:00pm – 5:30pm (1.5 hrs)

Tracks

- Choosing Events that Secure Great Results
- Finding More Donors by Doing Better Research
- Lay Your Hands on Me: Hands-on Tutorial for the Social Media Starter
- Managing Your Fundraising Data: From Chaos to Results
- Direct Response for Newbies
- The Value of a chicken
- World's Best Interactive Non-Profit Websites and Live and Interactive: How Do You Stack Up?
- Creating an Effective Board of Directors
- Philanthropic Trends 2010
- Partnership or Merger? Lessons from the UK on Working Together
- Major Gifts: A Look at the Nexus Between Mega-Gift Fundraising and Marketing

Date: Wednesday, 1 December, 2010

Session: 9:00am – 12:30pm (3.5 hrs)

Tracks

- A Look at how One Search Engine is Helping Charities Transform the Way You Fundraise
- Raising More Money with an Integrated Communications Plan – Who Are You? What Do You Want? Why Should Your Prospect Care?

- Fundraising Tax Law Refresher
- How Small Groups Can Raise Big Money
- Leadership Giving – the Key to Annual Program Growth
- Coaching to Win
- Love Thy Reader: The Science and Secrets of Effective Fundraising Communications
- Stewardship: Fostering Donor Loyalty
- Passion Makeover
- Top 20 Legal and Ethical Issues for Canadian Fundraisers
- Leading Change and Organizational Renewal

Session: 2:00pm – 3:30pm (1.5 hrs)

Tracks

- Create an Engaged, Enthusiastic Board Full of Passion for the Cause
- ROI: Risk of Ignorance vs. Return on Investment – Measuring Social Media
- What Every Donor Wants to Know
- From Collecting to Collaborating: Corporate Philanthropy in a New Economy
- Double Jeopardy: Winning and Losing When Making Complicated Ethical Decisions
- Retention: Creating an Environment That Makes Great Staff Want to Stay
- From Panic to Praise: How to Move Your Board from Indifference, Excuses, Self-Serving Behaviour and Even Fear When Asking for Money
- Creating an Effective Board of Directors that is Engaged in Development
- The Power of YOU
- Is the Donor Pyramid Dead? Lessons from the Field
- Become a Better Major Gift Negotiator

Session: 4:00pm – 5:30pm (1.5 hrs)

Tracks

- Creating a Flat-Out Great Case for Donor Support
- The Most Powerful Fundraising – Donor Surveys
- Upgrading: When, How and How Often
- Leadership and Innovation in Telephone Fundraising
- Online Success Strategies, Tools and Trade Secrets
- Cause Marketing 2.0: Innovate to Grow Your Success
- Really Tough Talk for You and Your Board
- From a Bonsai to a Redwood
- The Fundraiser as a Researcher
- Trend Watching from the Other Side of the Pond
- Team Work Makes the Dream Work

Date: Thursday, 2 December, 2010

Session: 9:00am – 11:45am (2.75 hrs)

Tracks

- Successfully Integrating Legacy Giving in a Capital Campaign
- The Small Shop Institute
- Till Death Do Us Part: Corporate Philanthropy, What Next?
- Catchphrase, Boondoggie or Opportunity – the Why and How of Social Media for Fundraising
- Part A – The Next Generation of Canadian Giving
- Part B – Big World – Shared Profession: Fundraising Across Eight Countries and Three Languages
- Event Value Equation: how Does Your Event Stack Up?
- From Grassroots to a Multi-Faceted Strategy: Taking your Fundraising to the Next Level
- Going from Mass Communication to Mass Participation – and Still Creating Strong Relationships
- A New Dialogue on Legacies: Getting your Message Across
- The Great Debate: Charity Ratios and Ranking
- Leaders Rattle Cages with Questions and Conversation. How About You?

Total number of contact hours attended:

(number of contact hours = number of Education points)

Be sure to add these hours to your online application