



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 2011
Names of Presenter(s): Various
Dates and Location: November 28 – 30, 2011 – Toronto, Ontario CANADA

Date: Monday, November 28, 2011

Session: 10:30am – 12:30pm (2.0 hrs)

- Securing Major Gifts
- Small Charity, Big Success
- Stewardship: Beyond the Donor Wall
- Ten Years of Research About the Donor Pyramid: Does it Still Work?
- Data Analytics: The Key to Unlocking Secrets in Your Database
- How I Made My Donor Cry – Intentionally Using Empathy to Connect Donors to Your Cause
- Registered Charities and Fundraising under the Income Tax Act
- How to Engage with Internal Audiences
- What Can Mad Men Style Advertising Executives of the 1960s Teach 21st Century Fundraising Leaders?
- I Love You Just the Way You Are - Now Change! How do Siloed Organizations Become Flexible, Innovative, Integrated Fundraising Organizations
- Building Community - The Future for Individual Fundraising
- Cultivating Strategic Relationships with New Immigrant Communities

Session: 2:00pm – 3:00pm (1.0 hrs)

- I Really Can't Do Another Workshop... All I Want is to Sit Down and Be Inspired!
- Fundraising is a Contact Sport
- Essential Charity Law Update: What Every Fundraiser Needs to Know
- Engaging Your Donors: Strategies for Donor Relations and Development Professionals
- More About *Start With Why*
- Maintaining a Stellar Public Image
- The Perfect Storm

- The Winning Test
- Ten Top Lessons Learned from Thirty Years of Fund Development Experience
- It Takes a Village to Build a Pipeline
- The Next Generation of Non-Profit Leaders: Recruiting and Keeping the Best New Talent
- How We've Shot Ourselves in the Foot: The Public Perception of Fundraising

Session: 3:30pm – 5:00pm (1.5 hrs)

- Getting Face to Face with Your Annual Program Donors
- They Blinded Me with Science: How to Turn Complicated Programs into Compelling Cases
- Sponsorship Revenue Development - The Game Changers
- Cultivating Your Board's Interest in Fundraising
- The Stewardship/Cultivation Cycle
- Donor Stewardship for Small Shops - A Look at the Impact of Stewardship Practices During the 2008-09 Recession
- How High is Up: the Fund Development Audit
- Iterative Negotiation (IN): Go Straight to "Yes" for Major Gifts
- How to Build a Healthy Prospect Pipeline
- Take Your Board from Bored to Blazing: 7 Steps to Fire Up Your Board
- Who's Got Talent? How Do We Keep It?
- How to Harness the Power of Diaspora Giving Towards Your Charity

Date: Tuesday, November 29, 2011

Session: 10:30am – 11:00pm (0.5 hrs)

- 5K Your Way Walk/Run to Conquer Cancer
- Speaking the Language of the Recruiter
- The Unexpected Success: Lessons Learned from a Cause Related Merchandise Campaign
- "A Cautionary Tale" from the University of Oxford
- How to Successfully Leverage Media to Deliver a Record Breaking First Year Fundraising Event
- Willow Breast Cancer Support Canada's Eat to the Beat: Leveraging the Power of Volunteers to Achieve Success
- Running to the Top: Creating an Effective Career Development Plan
- Road Hockey to Conquer Cancer: Launching a New Fundraising Event
- Results from "The Collective Power of Diaspora Giving" Research
- The Da Vinci Gala
- Bringing Them Back: Reactivating Monthly Donors
- Anatomy of a Major Gift

Session: 11:00am – 11:30am (0.5 hrs)

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- Willow Breast Cancer Support Canada's Eat to the Beat: Leveraging the Power of Volunteers to Achieve Success
- Telephone Town Halls: A New Way to Engage Supporters and Donors
- Speaking the Language of the Recruiter
- "A Cautionary Tale" from the University of Oxford
- How the Friends of Canadian Broadcasting Took on the Conservatives and Won the Day!
- Major and Gift Planning Working in Harmony
- The Evolution of a Winning Control
- Results from "The Collective Power of Diaspora Giving" Research
- Building a Leadership Annual Giving Culture
- Bringing Them Back: Reactivating Monthly Donors
- From Fundraising Audit to Fundraising Plan

Session: 11:30am – 12:00pm (0.5 hrs)

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Session: 1:30pm – 3:30pm (2.0 hrs)

- Foundation Fundraising: How to Go from Grant Seeker to Grant Recipient
- Hands-on Social Media
- Planned Giving in a Small Shop: It CAN be Done!
- Reversing the Giving Pyramid: Special Events Redefined
- Keeping & Growing Donors for Life
- Make a Loud Noise Online and People Will Still Hear You Offline
- How to Successfully Involve the Leadership and Volunteers with the ASK
- Master the "Soft Skills" of A Fundraising Whiz: What They Don't Teach You in Fundraising 101
- Philanthropy 3.0 - The Role of Social Enterprise
- The Change Toolbox
- Looking After Your Supporters – Great Stewardship in Action
- Paying Attention: Ethics, Philanthropy and Leadership

Date: Tuesday, November 29, 2011

Session: 4:00pm – 5:30pm (1.5 hrs)

- The Accidental Fundraiser: Fundraising Tips and Tricks for Board Members
- Conversations of Consequence
- Media Monitoring Made Easy: A How-To Guide to Getting the Latest Scoop Delivered to Your Virtual Doorstep
- Taking the Fear Out of Selling – The Art of Preparing Proposals and Pitching Sponsors
- Take Your Family Campaign to the Next Level
- Insider Secrets of Online Fundraising Campaign Success: Tips & Tools for Flawless Digital Execution
- Building Bridges to Diverse Ethnic Communities
- Why Strategic Plans Gather Dust
- How to Make Special Events Major Gift Opportunities
- How to Break Down the Silos - Managing Integrated Fundraising
- Called to Serve: A Vision of Philanthropic Work and Leadership
- Hard Graft: You're Good But Could You Be Great?

Date: Wednesday, November 30, 2011

Session: 10:30am – 12:00pm (1.5 hrs)

- With a Little Help From Your Friends: Peer to Peer Marketing For Non-Profits
- Fundraising Through a Different Lens
- Fundraising in a Frenetic World
- One to Many - Using Multiple Mass Marketing Channels in Fundraising
- How on Earth do They Think? Understanding the Corporate View on Corporate Social Responsibility
- Creativity Showcase 2011
- Generations in the Workplace
- Marketing and Fundraising: Breaking Down the Silos
- Responsibilities of Today's Leaders to Groom the Non-Profit Leaders of Tomorrow
- The Power Ask: Planning and Executing Mega Donor Solicitation Calls
- We're Busy, But Are We Productive?
- Social Justice Values in Fundraising and Teams

Total number of contact hours attended:

(number of contact hours = number of Education points)

Be sure to add these hours to your online application