



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 Fundraising Day 2011
Names of Presenter(s): Various
Dates and Location: June 2, 2011 – Toronto, Ontario CANADA

Date: Thursday, June 2, 2011

Session: 9:00am – 10:30am (1.5 hrs)

- The Small Shop Advantage - Part I
- Creating a Fundraising Storm: How to Integrate Digital, Social Media and Direct Response Marketing into a Comprehensive Annual Fundraising Strategy
- Breaking New Ground: The Impact of Social Investment and Creative Philanthropy in Communities
- The Donor 360: How Your Planned Giving Program Can Link All Revenue Streams
- Reflections on 20 Years of Fundraising: Looking Back to Look Forward
- The Fundraiser as Activist

Session: 11:00am – 12:30pm (1.5 hrs)

- The Small Shop Advantage - Part II
- Communications Breakthroughs: How to Speak Your Donors' Language
- Perspectives on Stewardship
- Best Practices for Building Engaging and Effective Social Media Pages and Profiles
- The Chief Development Officer: Essential Attributes to Flourish in Your Leadership Role
- The View From Above: Strategic Planning for the Development Professional

Session: 2:15pm – 3:15pm (1 hrs)

- By the Numbers: The Fundraiser's Guide to Finance
- The Changing Face of Fundraising Events
- The Not-So-Secret Tips to Raising More Money: Step One, Meet with More People - Part I
- Partnering with Prospect Researchers
- Major Gifts from the Other Side
- Transformational Donors: How One Donor Became a Charity's Champion

Session: 3:30pm – 4:30pm (1 hrs)

- Just Any Road Won't Get You There!
- The Prospect Research Workshop
- The Not-So-Secret Tips to Raising More Money: Step One, Meet with More People - Part II - Continued
- Best Practices for Effective Personal Communication in a Digital Culture
- Risk Management in Fundraising
- Balancing Act: Finding Equilibrium between Leadership and Fundraising

Total number of contact hours attended:

(number of contact hours = number of Education points)