



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 2009
Names of Presenter(s): Various
Dates and Location: 30 November – 2 December, 2009 – Toronto, Ontario CANADA

GREEN LEVEL

Date: Monday, 30 November, 2009

Session: 10:30am – 12:30pm (2 hrs)

- From Vision to Reality
- Love Your Donors – Whether they're 70 or 30
- So You Think you Can Dance?

Session: 2:00pm – 3:30pm (1.5 hrs)

- From Collecting to Collaborating
- Working Through Sticky Questions
- Social Networking and Online Fundraising Success

Session: 4:00pm – 5:30pm (1.5 hr)

- Cultural Competence: Your Success Depends On It
- Constituent Relationship Management (CRM) for the Small Shop
- The End of the Road for the Word "Sponsorship"

Date: Tuesday, 1 December, 2009

Session: 9:00am – 12:30pm (3.5 hrs)

- Planned Giving – You Can Do It!
- WWW: Wonderful Wacky World of Internet Fundraising
- The Joy of Donors

Session: 2:00pm – 3:30pm (1.5 hrs)

- Integrating Diversity as a Strategic Priority
- Getting Everyone on the bus
- Direct Response Copy

Session: 4:00pm – 5:30pm (1.5 hr)

- Developing a Fantastic Fundraising Brand
- Email Writing Workshop

Date: Wednesday, 2 December, 2009

Session: 9:00am – 11:45am (2.75 hrs)

- Thinking Before Doing: Developing Fundraising Strategies to Meet your Goals
- Fundraising Fiasco or Marketing Materials?

YELLOW LEVEL

Date: Monday, 30 November, 2009

Session: 10:30am – 12:30pm (2 hrs)

- Building Donor Loyalty
- Courting Corporations
- Building a Dynamic Marketing Communications Strategy and Plan
- Who and Why: Donor Advised Funds and Private Foundations – NFR
- Donor Insights
- Building a Successful Fundraising Website

Session: 2:00pm – 3:30pm (1.5 hrs)

- The Legal Track: Keeping Fundraisers in the Know – Part I
- Major Gifts
- Footprints and Fundraising
- Reliable Fundraising in Unreliable Times
- Powerhouse Case Statements
- Crisis Management on All Levels

Session: 4:00pm – 5:30pm (1.5 hr)

- The Legal Track: Keeping Fundraisers in the Know – Part II
- Philanthropic Trends
- Major Gifts Fundraising
- Stewardship: The Best Tool for Creating a Secure Future

- How Tweet it is to Have a Friend Like You - NFR
- The Art, Design and Communication of Donor Recognition

Date: Tuesday, 1 December, 2009

Session: 9:00am – 12:30pm (3.5 hrs)

- Boomers, Busters, Boomlets
- Integrating Campaigning and Fundraising
- Stop the “Guessing Game” – NFR
- How to Raise \$50,000 in 6 Weeks
- All Things Possible: Bringing Your Board on Board to Raise More Money
- Tackling the Challenges and Embracing the Opportunities for Fundraising in the Upcoming Decade

Session: 2:00pm – 3:30pm (1.5 hrs)

- Strategic Case Development – A Raising Hope Case Study
- CRA’s Fundraising Guidelines
- Mentoring Left, Right and Up
- The Failsafe Do-it-Yourself Donor Communication Audit
- Moves Management: An Introduction to Donor Centered Techniques for Major Gift Fundraising
- Keep Your Donors: Building Profitable Relationships that Last

Session: 4:00pm – 5:30pm (1.5 hr)

- Major Campaigns – Tough Economies
- How to Manage Communications in a Crisis
- Leadership 2020: Re-Framing the “War for Talent”
- Major Gifts – Relationship Building at its Best!
- Passionate Philanthropy – A Fundraiser’s Ten Best Practices
- Board Transformation – Developing a World Class “Giving and Getting” Board

Date: Wednesday, 2 December, 2009

Session: 9:00am – 11:45am (2.75 hrs)

- Legacies from Across the Pond – NFR
- Seriously Good Innovation...in Practice!
- How High is Up? The Development Audit
- Take-Aways to Kick Start Multi-Channel Fundraising in your Non-Profit
- Governance Needs in Ontario’s Nonprofits

RED LEVEL

Date: Monday, 30 November, 2009

Session: 10:30am – 12:30pm (2 hrs)

- Cancer Research UK – NFR
- Creating the Best Board

Session: 2:00pm – 3:30pm (1.5 hrs)

- It’s All About to Change
- How to Reach and Engage Diverse Populations with Your Cause – NFR

Session: 4:00pm – 5:30pm (1.5 hr)

- Harnessing the Power of the Internet

Date: Tuesday, 1 December, 2009

Session: 9:00am – 12:30pm (3.5 hrs)

- Become an INFLUENCER! – NFR
- Building a Profitable Social Media Ecosystem

Session: 2:00pm – 3:30pm (1.5 hrs)

- Philanthropy is so...20th Century! – NFR
- Ethical Decision-Making in Difficult Times vs. Situational Ethics

Session: 4:00pm – 5:30pm (1.5 hr)

- Lessons from a Decade of Fundraising in a Volatile Global Economy – NFR
- Philanthropic Psychology: New Thinking and New Ideas – NFR

Date: Wednesday, 2 December, 2009

Session: 9:00am – 11:45am (2.75 hrs)

- Surviving and Thriving in an Era of Public Scrutiny
- Leading Your Organization to a Culture of Philanthropy and more Major Gifts

Total number of contact hours attended:

(number of contact hours = number of Education points)