



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: Association for Healthcare Philanthropy
Title of Activity: **Voyage of Discovery: Exploring Best Practices in Philanthropy and Public Relations – 2008 Association for Healthcare Philanthropy (AHP) Canada Regional Conference**
Names of Presenter(s): Various
Dates and Location: **13-15 April, 2008 – Halifax, Nova Scotia**

Date: Sunday, 13 April, 2008

Pre-Conference Session: 8:00am – 4:00am (6.5 hrs)

AHP Development Primer

Pre-Conference Session: 9:00am – 5:00am (6.5 hrs)

The Advanced Course in Health Care Fundraising

Date: Monday, 14 April, 2008

Keynote Speaker: 8:45am – 10:15am (1.5 hrs)

A Conversation with Derek Hatfield

Educational Session: 10:45am – 12:00pm (1.25 hrs)

Major Gifts, Capital Campaigns, Planned Giving:

Engaging in Gift Planning-A Board Commitment

Special Topics: It's the Law

Public Relations: How to Avoid Turning a Risk into a Crisis

Governance & Administration: Partnering for Success-The Kingston Model

Leadership Forum: Crash Course in Media Relations

Educational Session: 1:30pm – 2:45pm (1.25 hrs)

Major Gifts, Capital Campaigns, Planned Giving: Iceberg Philanthropy: Unlocking Extraordinary Gifts from Your Ordinary Donors

Special Topics: A Planned Giving Program with Results

Public Relations: Building Cultural Competency in Health Care

Governance & Administration: The Essentials of Strategic Planning

Leadership Forum: The Culture of Philanthropy: The Engine for all Fundraising

Educational Session: 3:15pm – 4:30pm (1.25 hrs)

Major Gifts, Capital Campaigns, Planned Giving:

Deepening Donor relationships: The Evolution of Donor Communications

Special Topics: Retention and Mentorship

Public Relations: From Ideal to Real-Wayfinding is the Hospital Environment

Governance & Administration: The Accounting Times-They are A-Changin'

Leadership Forum: Key issues in Hospital Fundraising within the Next 10 Years

Date: Tuesday, 15 April, 2008

Roundtable Breakfasts: 7:30am – 8:45am (1.25 hrs)

Various Topics

Educational Session: 9:00am – 10:15am (1.25 hrs)

Major Gifts, Capital Campaigns, Planned Giving: Elephant in the Room-Big Campaign-Small Community-Huge Success

Special Topics: Unleashing Integrated online and Offline Strategies to Get Results

Public Relations: Touring the Best of the Best & Beyond In Websites

Governance & Administration: Mark of Distinction: How the Ethical Fundraising & Financial Accountability Code Can Build Charitable Accountability and Public Confidence

Leadership Forum: Where Are We? The Importance of Benchmarking

Educational Session: 10:45am – 12:00pm (1.25 hrs)

Major Gifts, Capital Campaigns, Planned Giving: Best Practice capital Campaigns-Caring for Generations

Special Topics: Philanthropic Trends 2008

Public Relations: When Your Product is People-The Challenge of Marketing Patients

Governance & Administration: Is Your Board Reaching Its Potential?

Leadership Forum: Growing Your Annual fund with Face to Face Asks

Luncheon Keynote Session: 12:00pm – 1:45pm (1.75 hrs)

Living and giving in an Age of Change: Bill Carr

Educational Session: 2:00pm – 3:15pm (1.25 hrs)

- Major Gifts, Capital Campaigns, Planned Giving: Unrestricted Major Gifts-Creating a Strong Rationale
- Special Topics: Taking Careful Aim: The Importance of Strategic Marketing to Fundraising Success
- Public Relations: Strategic Quest: Transforming Culture Demands a New Approach to Communication
- Governance & Administration: The Challenging Path to a Major Gift Fundraising Enterprise
- Leadership Forum: There can be Something Special about Events

Educational Session: 3:45pm – 5:00pm (1.25 hrs)

- Major Gifts, Capital Campaigns, Planned Giving: Best Practices in Major Gift Fundraising-Making the Ask
- Special Topics: Taking Careful Aim: Is there a Doctor in Your House?
- Public Relations: What the Heck is “Health Citizenship?”
- Governance & Administration: Managing the Next Generation of development Talent-A Panel Discussion
- Leadership Forum: The Challenging Case

Total number of contact hours attended:

(number of contact hours = number of Education points)