



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: Summit to Success – Trekking toward the Best Practices in Philanthropy – 2008 Association for Healthcare Philanthropy (AHP) Pacific Regional Conference
Names of Presenter(s): Various
Dates and Location: 22-24 June, 2008 – Portland, Oregon

Date: Sunday, 22 June, 2008

**Pre-conference Session 1: 8:00am – 4:00pm
(6.5 hrs)**

AHP Development Primer

**Pre-conference Session 2: 9:00am – 5:00pm
(6.5 hrs)**

The Advanced Course in Health Care Fundraising

**Pre-conference Session 3: 12:00pm – 3:00pm
(3 hrs)**

Best Practices Roundtable

Date: Monday, 23 June, 2008

Keynote Session: 8:00am – 9:00am (1 hr)

What is it about ‘Free Money’ that health Care Administrators Don’t Understand? – Andrew S. Davidson

Session: 9:15am – 10:30am (1.25 hrs)

Panel Discussion with Experts

Session: 11:00am – 12:15pm (1.25 hrs)

Best Practices in Fundraising Track: Our Teamwork made the Dream Work
 Best Practices in Leadership Track: Master Class in Health Care Philanthropy Leadership: Special Session with the Pacific Region’s Si Seymour Award Winners
 Best Practices in Relationships Track: Enhancing Benefactor Relationships through Stewardship and Service

Session: 2:15pm – 3:30pm (1.25 hrs)

Best Practices in Fundraising Track: The M and M’s (Matrices and Major Gifts): The Sweep Spot in Fundraising
 Best Practices in Leadership Track: Culture of Philanthropy: The Underpinnings of Your Success: An Interactive Session
 Best Practices in Relationships Track: Getting Real to Get Big Gifts: Meeting High Donor Expectations

Roundtable Session: 4:00pm – 5:00pm (1 hr)

Fundraising Ideas Specifically on Women’s Health Programming
 Fundraising in a Small Shop
 Approaching a Grants Maker from a Grant Makers Perspective
 Charitable Estate Planning – How do you use it to Promote Gifts?
 Energizing Your Board!
 Recruiting & Retaining Staff on a Limited budget
 Responding to Your Donor on the Personal Visit—Answering a Donor’s Objections and Concerns
 Grateful Patient Acquisition via Mail and Phone Integration
 Using Doctors as a Referral Source
 How to Build a Culture of Philanthropy on a Foundation of Recognition
 Employee Campaigns

- Managing the Variety of Assigned Responsibilities Fundraisers May be Asked to take on
- Marketing Planned Giving
- Medical Concierge Programs—do you have one? Are you thinking about one? Let’s talk about it
- Fundraising for Nursing Programs
- Benchmarking, Modeling & Best Practices

Date: Tuesday, 24 June, 2008

Session: 8:30am – 9:45am (1.25 hrs)

- Best Practices in Fundraising Track: Instant Campaigning—from Zero to \$30 Million in Six Months (Then Back to Basics for a \$50 Million Effort)
- Best Practices in Leadership Track: Benchmarking: A Practical Guide to Gathering, Interpreting and using data to Advance Your Program
- Best Practices in Relationships Track: Investing in Community Health: Forging new Strategic Partnerships

Session: 10:15am – 11:30am (1.25 hrs)

- Best Practices in Fundraising Track: Planned Giving in Plain English: Effectively Applying Planned Giving to major Gifts Fundraising
- Best Practices in Leadership Track: You Can Do It! The Successful “Ask.” A Mini-Workshop Facilitated by Madison Institute Faculty
- Best Practices in Relationships Track: How Philanthropy Impacts the Hospital’s Bottom Line: Strengthening the Relationship with Hospital Executives

Plenary Luncheon Session: 12:00pm – 1:30pm (1.5 hrs)

- What’s next for Philanthropy: Trends to Watch – Kay Sohl

Total number of contact hours attended:

(number of contact hours = number of Education points)