



CONTINUING EDUCATION POINTS TRACKER

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended. 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: - 2024 Madison Institute: Annual Giving
Names of Presenter(s): - Various
Dates and Location: - July 21-25, 2024 – Madison, WI

Date: July 21, 2024

Session 1: 1:00 pm – 2:30 pm (1.5 pts)

- Introductions and Course Review

Session 2: 2:30 pm – 4:00 pm (1.5 pts)

- Setting the Stage and Planning Your Annual Fund Program

Session 3: 4:15 pm – 5:30 pm (1.25 pts)

- Managing Up and Across Your Organization

Session 4: 5:30 pm – 6:00 pm (0.5 pts)

- Applications of Today's Learnings

Date: July 22, 2024

Session 1: 8:00 am – 9:00 am (1.0 pts)

- General Session: Science & Ethics of Gratitude

Session 2: 9:15 am – 9:30 am (0.25 pts)

- Welcome/Announcements

Session 3: 9:30 am – 10:30 am (1.0 pts)

- Psychology of Giving

Session 4: 10:45 am – 12:00 pm (1.25 pts)

- Employee Campaigns

Session 5: 1:00 pm – 2:00 pm (1.0 pts)

- Monthly Giving

Session 6: 2:00 pm – 3:15 pm (1.25 pts)

- Trends in Giving

Session 7: 3:30 pm – 4:30 pm (1.0 pts)

- Pipeline Development

Session 8: 4:30 pm – 5:00 pm (0.5 pts)

- Application of Today's Learnings

Date: July 23, 2024

Session 1: 8:45 am – 9:00 am (0.25 pts)

- Welcome/Announcements

Session 2: 9:00 am – 10:00 am (1.0 pts)

- Direct Marketing

Session 3: 10:00 am – 11:00 am (1.0 pts)

- HIPAA, Privacy, and DEI

Session 4: 11:00 am – 12:00 pm (1.0 pts)

- Evaluating Your Annual Fund

Session 5: 1:00 pm – 2:00 pm (1.0 pts)

- Stewardship

Session 6: 2:15 pm – 4:00 pm (1.75 pts)

- Leveraging AI in Philanthropic Programs

Session 7: 4:15 pm – 5:00 pm (0.75 pts)

- Application of Today's Learnings

Courses Marked **NFR** (Non Fundraising Related) may be counted towards the 10 point maximum of NFR Courses on the initial CFRE application and the 5 point maximum on the re-certification application.

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<http://www.cfre.org/continuing-education/my-education-finder/>

Date: July 24, 2024

Session 1: 9:00 am – 9:15 am (0.25 pts)

- Welcome/Announcements

Session 2: 9:15 am – 10:30 am (1.25 pts)

- Annual Fund in Grateful Patients

Session 3: 10:45 am – 11:45 am (1.0 pts)

- The Foundation and the Hospital

Session 4: 11:45 am – 12:45 pm (1.0 pts)

- Telling Your Story

Session 5: 12:45 pm – 1:00 pm (0.25 pts)

- Application of Today's Learnings

Date: July 25, 2024

Session 1: 8:30 am – 9:00 am (0.5 pts)

- Welcome/Announcements

Session 2: 9:00 am – 10:15 am (1.25 pts)

- Mid-Level Donors

Session 3: 10:30am – 11:30 am (1.0 pts)

- Special Events

Session 4: 11:45 am – 12:45 pm (1.0 pts)

- Major Donors

Session 5: 1:45 pm – 2:45 pm (1.0 pts)

- Digital Fundraising

Session 6: 2:45 pm – 3:45 pm (1.0 pts)

- Develop Your Annual Fund Plan

Session 7: 3:45 pm – 4:15 pm (0.5 pts)

- Create Your Action Plan

Session 8: 4:15 pm – 5:00 pm (0.25 pts)

- Graduation and Wrap Up

Total number of points attained: _____/29.0

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