



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: AHP
Title of Activity: AHP Annual International Conference
Names of Presenter(s): Various
Dates and Location: October 21-22,2020, Virtual

21 October, 2020

11:00am - 12:00pm (1.0 pts)

- Opening Keynote- In conversation: Attracting, Hiring, and Retaining diverse talent

21 October, 2020

12:30pm - 1:15pm (0.75 pts)

- Going from Good to Great: Changing Your Culture of Philanthropy
- Harnessing the Unrelenting Power of Content to Accelerate Change
- Bridging Divides: Blending Individual and Corporate Philanthropy to Maximize Revenue
- QCDs: The Fastest Growing Gift of the 2020s
- The Future is Now: How We are Using Technology to Rekindle Our Relationships PostCOVID

21 October, 2020

2:00pm - 2:45pm (0.75 pts)

- The Art of Managing Up, Down, and All
- Beyond the Physician: Engaging Hospital Staff in Philanthropy
- Accelerator in Healthcare Philanthropy
- Breaking Down Barriers: Relationship Building Between Operations Team and Fundraisers
- Preparing for Diversity in Healthcare: Implications for Philanthropy

21 October, 2020

3:15pm - 4:00pm (0.75 pts)

- Meeting Them Where They Are At: Creating Corporate Philanthropic Partnerships
- Maximizing Board Fundraising and Engagement All Year Round
- From Zero to Sixty Overnight
- The Woodstock Effect - Five Elements for Fundraising and Volunteer Engagement

21 October, 2020

4:15pm - 5:00pm (0.75 pts)

- How to Align Marketing & Development Teams to Drive Results
- Measure What Matters: Creating a Fundraising KPI Dashboard You'll Love
- Hospice Fundraising: Moving From Memorial Giving to Major Giving
- Building the Case for Philanthropy
- Driving Digital Change: Perspectives from an Expert Panel

22 October, 2020

11:00am - 12:00pm (1.0 pts)

- General Session - Toward Health Equity: Community Health and Philanthropy

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.

Find more **CFRE approved** continuing education opportunities on **My Education Finder:**
<http://www.cfre.org/continuing-education/my-education-finder/>

22 October, 2020

12:30pm - 1:15pm (0.75 pts)

- Major Gift Fundraising During COVID-19: What to Change About Your Approach
- A Fundamental 1-Year Re-Vamp through Modeling, Analytics, and Creative
- Influencing the Influencer
- Strengthen the Core: Using a Team-based Approach for Clinician Engagement
- Finding Your Footing During Fast-Paced Healthcare Consolidation and Systemization

22 October, 2020

1:15pm - 2:00pm (0.75 pts)

- Planned Giving - What You Need to Know to Know Enough
- How to Create an Employee Giving Campaign with Texas sized Results
- A Tale of Two Hospitals: Building Care Close to Home
- Big City Big Shop Meets Small Town Small Shop

22 October, 2020

3:15pm - 4:00pm (0.75 pts)

- 2020 Trends in Grateful Patient Philanthropy That Can't Be Ignored
- Best Practices in Planned Giving - Making the Most of Your Resources
- How A Rural Hospital Used a Multi-Channel Campaign to Raise \$34 Million
- You Made the Ask Now What? Leveraging Health System Community Health Investments with Philanthropic Partner Giving

22 October, 2020

4:15pm - 5:00pm (0.75 pts)

- Deep Diving Your Database to Generate Major Gifts Revenue
- The World of Corporate Social Responsibility
- Enhancing Our Methods Through the Application of AI
- Let's Get Engaged - Build Pipeline and Bring Donors Closer
- The Rainbow Effect - Diversity and Inclusion in Medical Sector Fundraising

22 October, 2020

5:15pm-6:00pm (0.75 pts)

- Closing Keynote - Into a Brave New World: Health System Strategy for a Post Pandemic Healthcare Environment

Total number of points attained:

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