



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: - Madison Institute 2025: Mini-Track - Philanthropy Communications & Marketing
Names of Presenter(s): - Michael J. Beall
Dates and Location: - July 21-23, 2025 - Madison, WI, USA

Date: Monday, July 21, 2025

Session 1: 8:00 am - 10:00 am (2.0 pts)

- ☐ - Welcome & Agenda Overview / The Product of Philanthropy Workshop, Part 1

Session 2: 10:15 am - 12:00 pm (1.75 pts)

- ☐ - The Product of Philanthropy Workshop Part 2

Session 3: 2:45 pm - 4:00 pm (1.25 pts)

- ☐ - Building Trust with Major Gift Donors

Session 4: 4:00 pm - 5:00 pm (1.0 pts)

- ☐ - Open Discussion

Date: Tuesday, July 22, 2025

Session 1: 8:45 am - 9:30 am (1.0 pts)

- ☐ - General Session: State of the Union

Session 2: 10:00 am - 12:00 pm (2.0 pts)

- ☐ - Embedding gratitude-inspired philanthropy

Session 3: 1:00 pm - 2:30 pm (1.5 pts)

- ☐ - Storytelling

Session 4: 2:45 pm - 4:00 pm (1.25 pts)

- ☐ - Case Statement

Session 5: 4:00 pm - 5:00 pm (1.0 pts)

- ☐ - Message Guide Workshop

Date: Wednesday, July 23, 2025

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

- ☐ - Optional Roundtables

Session 2: 9:00 am - 11:00 am (2.0 pts)

- ☐ - Campaign Communications Part 1

Session 3: 11:00 am - 12:00 pm (1.0 pts)

- ☐ - Gratitude Branding and Messaging

Session 4: 1:15 pm - 3:00 pm (1.75 pts)

- ☐ - Wrap up

Total number of points attained: _____/18.5

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/>