

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: - 2025 Madison Institute: Major Gift Initiatives and the Campaign
Names of Presenter(s): - Various
Dates and Location: - July 21-24, 2025 – Madison, WI

Date: July 21, 2025

Session 1: 8:00 am – 9:15 am (1.25 pts)

☐ - Introductions and Course Preview

Session 2: 9:15 am – 10:15 am (1.0 pts)

☐ - Building the Master Campaign Plan

Session 3: 10:30 am – 12:00 pm (1.5 pts)

☐ - Overview of Emerging Trends

Session 4: 1:15 pm – 2:00 pm (1.0 pts)

☐ - Overview of Emerging Trends in Campaigns

Session 5: 2:00 pm – 2:45 pm (1.0 pts)

☐ - Developing the Case for Support

Session 6: 2:45 pm – 3:30 pm (1.0 pts)

☐ - Investigating the Possibility of Campaign

Date: July 22, 2025

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

☐ - General Session: State of the Union

Session 2: 9:45 am – 10:45 am (1.0 pts)

☐ - Navigating Difficult Conversations

Session 3: 10:45 am – 11:30 am (1.0 pts)

☐ - AI Opportunities within the Campaign

Session 4: 11:30 am – 12:30 pm (1.0 pts)

☐ - GP Work & Engaging Clinician Partners

Session 5: 1:45 pm – 3:15 pm (1.5 pts)

☐ - Making the Call & Securing the Visit & Making the Ask

Session 6: 3:30 pm – 4:45 pm (1.25 pts)

☐ - Building & Managing Your Portfolio w/ Individual Plans

Date: July 23, 2025

Session 1: 9:15 am – 10:15 am (1.0 pts)

☐ - Volunteer Management, Motivation & Training

Session 2: 10:15 am – 11:15 am (1.0 pts)

☐ - Recognition & Stewardship in the Campaign

Session 3: 11:15 am – 12:15 pm (1.0 pts)

☐ - Annual Giving in a Campaign

Session 4: 1:00 pm – 1:45 pm (1.0 pts)

☐ - Employee Giving in a Campaign

Session 5: 1:45 pm – 2:30 pm (1.0 pts)

☐ - Rapid Fire & Group Work

Session 6: 2:30 pm – 3:30 pm (1.0 pts)

☐ - Grateful Patient Work in a Campaign

Session 7: 3:45 pm – 4:30 pm (1.0 pts)

☐ - Engaging Clinical Partners Within a Campaign

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/>

Date: July 24, 2025

Session 1: 8:45 am – 9:45 am (1.0 pts)

☐ - Planned Giving in a Campaign

Session 2: 9:45 am – 10:45 am (1.0 pts)

☐ - Marketing the Campaign

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

☐ - Parking Lot

Session 4: 1:15 pm – 2:30 pm (1.25 pts)

☐ - Group Work, Rapid Fire, & Parking Lot

Session 5: 2:45 pm – 4:15 pm (1.5 pts)

☐ - Group Presentations

Total number of points attained: _____/27.25

Session 6: 4:15 pm – 5:00 pm (1.0 pts)

☐ - Group Presentations

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