

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: - 2014 AHP Big Ideas Conference
Names of Presenter(s): - Various
Dates and Location: - 25-27 June, 2014 – New Orleans, LA USA

Date: 25 June, 2014

Session 1: 8:00 AM 4:00 PM (6.5 pts)

- AHP Development Primer
- AHP Advanced Course in Health Care Fundraising

Date: 26 June, 2014

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

- Opening Keynote with Taylor Conroy

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

- Supply & Demand: Measuring the Funnel of Leads
- How to Build a Successful Major Gifts Program
- Physician Engagement: New Trends in Developing Productive Relationships with Physicians
- Develop a Winning Strategy for Grants and Demonstrations

Session 3: 11:15 AM – 12:15 PM (1.0 pts)

- Developing a Multichannel Grateful Patient Program to Identify Major Donor Prospects
- A Perfect Match: Hospital Foundations and Community Benefit Programs
- Forget Culture of Philanthropy, Create a Culture of Gratitude
- True Success: The Intersection of Business Development and Philanthropy

Session 4: 2:15 AM – 3:45 PM (1.25 pts)

- Creating a Grateful Patient Major Gifts Program From Scratch: Year One
- Mini-Campaigns: A Post-Great-Recession Strategy
- Bold Asking! Preparing Your Board, Hospital Leaders and Physicians to be Effective Askers
- What Your Crystal Ball Isn't Telling You: Using Predictive Analytics into Turn Data into ROI

Session 5: 4:15 AM – 5:15 PM (1.25 pts)

- Changing Perspectives: Engaging Physicians in Philanthropy
- Successful Fundraising for the “Brand within a Brand”
- Work Smarter Not Harder: Maximizing the Total Health Care Team

Date: 27 June, 2014

Session 1: 9:00 AM – 10:00 AM (1.0 pts)

- The Transformational Partnership: Creating a Motivated Team of CEOs, CDOs and Boards

Session 2: 10:15 AM – 11:45 AM (1.0 pts)

- The Transformational Partnership Creating a Motivated Team Workshop
- Mastering Donor Conversations
- Creating a Culture of Philanthropy – The Parkland Experience

Total number of points attained: _____