



Approved Provider for  
Continuing Education

**CFRE International**

Certifying fundraising executives  
Setting standards in philanthropy

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## 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:** - AHP International Conference  
**Names of Presenter(s):** - Various  
**Dates and Location:** - September 30-October 2, 2015 – Orlando, FL

### Date: 30 September, 2015

#### **Session 1: 8:00 am–4:00 pm (6.5 pts)**

- AHP Development Primer
- AHP Advanced Course

#### **Session 2: 9:00 am–4:00 am (5.5 pts)**

- Pediatric Fundraising Workshop

#### **Session 3: 10:30 am–3:30 am (3.5 pts)**

- Best Practices under HIPAA: Understanding the U.S. Privacy Regulation and How to Achieve Fundraising Success

### Date: 1 October, 2015

#### **Session 1: 9:00 am–10:15 am (1 pts)**

- Compelling Conversation with Todd Henry

#### **Session 2: 11:00–12:15 pm (1.25 pts)**

- Corporate Partners Program: A Success Story About Developing Relationships
- Cultivating Your Internal Relationships With Physicians, Executives and Key Personnel: Just as Important as Donors
- Parkland: A Success Story Despite Negative News, Federal Oversight and Even Ebola
- Shift Happens: Looking at Our Work in Philanthropy with New Eyes Through Well-worn Lenses.
- Successfully Onboarding New Major Gifts Officers
- What Can Today's Top TV Shows Teach Us About Fundraising?

#### **Session 3: 1:15 pm–2:30 pm (1.25 pts)**

- FUNDRAISING IN THE ERA OF OBAMACARE AND SOCIALIZED MEDICINE: PERSPECTIVES FROM THE US AND CANADA

- Game Changer: High Profile Private Giving in the Public Hospital Setting

- Making the Call to Get the Appointment

- Maximizing Personality Styles for Fundraising Success

- Storytelling for Success: How to Make Yours Inspirational, Engaging and Irresistible

- Understanding the Generations: The Impact of Generational Patterns and Values on Philanthropy

#### **Session 4: 3:15 pm–4:45 pm (1.25 pts)**

- Compelling Conversation with Susan Persall

### Date: 1 October, 2015

#### **Session 1: 9:00 am–10:15 pm (1.25 pts)**

- Accelerated Fundraising Results for Multi-Foundation Health Care Systems: A Coordinated Approach to Fundraising Operations and Databases
- Operations Opportunities: Examining Trends and Innovations for your Growing Shop
- Strategic Planning Workshop

- Turn Innovative Spaces into Transformational Gifts: Taking Capital Campaigns to a New Level

- Upping the Ante on Major Gift Proposals & Grants

**Session 2: 10:45 am–12:00 pm (1.25 pts)**

- Best Practices in Performance Metrics: Development Performance Measurements From a Collection of Large Health Systems

- Building a Service-line Driven Fundraising Strategy

- It All Comes Down to Asking!

- Where Did Those Prospects Go?

Optimizing the ROI of Successful Events

- Who's Been Sleeping in Your Bed?

**Session 3: 12:00 pm–1:45 pm (1.25 pts)**

- Compelling Conversation with Kenneth Gronbach

**Session 4: 2:15 pm–3:30 pm (1.25 pts)**

- Creating Meaningful and Measurable Expectations for Philanthropy across the Health System

- Making the Finance Equation Add Up

- New Trends in Planned Giving

- Preparing for a Merger: Perspectives From the Acquiring System and the Acquired Hospital

- Why Engaging Nurses in Grateful Patient Fundraising is Critical to Success

- Women and Philanthropy: What About Men?

**Session 5: 3:45 pm–5:00 pm (1.25 pts)**

- At Last: No Excuses Board Engagement

- Driving Deep: A scalable model for creating philanthropic culture

- Leveraging High Affinity Donors to Access High Capacity Prospects

- The A,B,C,D, and E's of Employee Giving

- The Evolution of Prospect Development in Healthcare

- The Intersection of Philanthropy, Marketing and Business Development: Maximizing Your Return

- Partnering with Prospect Development to Help Achieve Success

- THE POWER OF PARTNERSHIPS: COLLABORATING WITH COMPETITORS TO DRIVE REVENUE

**Session 2: 10:30 am–11:45 pm (1.25 pts)**

- Everything Counts: How Quantified Self and Wellness are Creating New and Exciting Opportunities for Peer to Peer Fundraising.

- Fundraisers: Their Careers, Stories, Concerns, and Accomplishments

- The Psychology of Engaging Physicians in Grateful Patient Fundraising

**Total number of points attained: \_\_\_\_\_**

**Date: 2 October, 2015**

**Session 1: 9:00 am–10:15 pm (1.25 pts)**

- How to Build a Major Gifts Program

- Moving Your Board from Cost to Raise a Dollar to Investment