



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: - 2018 AHP International Conference
Names of Presenter(s): - Various
Dates and Location: - October 17 - 20, 2018, San Diego, CA

Date: Wednesday, October 17, 2018

Session 1: 9:00 [am] - 5:00 [pm] (6.5 pts)

- [AHP Development Primer]
- [AHP Advanced Course]

Date: Wednesday, October 17, 2018

Session 2: 1:00 [pm] - 5:00 [pm] (4 pts)

- [CDO Only Forum]
- [Health System Development Forum]

Date: Thursday, October 18, 2018

Keynote: 9:00 [am] - 10:15 [am] (1.25 pts)

- [Darlene Shiley]

Date: Thursday, October 18, 2018

Session 1: 11:00 [am] - 12:15 [pm] (1.25 pts)

- [Leveraging New Opportunities: Fundraising During Times of Transition]
- [Enhancing Major Gift Performance By Blending Art & Science]
- [Next Gen Donors: Retooling Donor Engagement Strategies]
- [Can You Grow Your Own Gift Officers?]
- [A Unique Approach to Annual Philanthropy Campaigns: Integrating Gratitude to Inspire Participation]

Date: Thursday, October 18, 2018

Session 2: 1:15 [pm] - 2:30 [pm] (1.25 pts)

- [If We Can Do It, You Can Do It: Six Questions to Ask Before Starting a Concierge Services Program]
- [Strategic Philanthropy: Blurring the Lines Between Business & Philanthropic Partnerships]
- [Culture of Philanthropy is “Step One” for Successful Employee Giving]
- [It’s a Digital World! Start Living In It.]
- [Growing Your Employees to Greatness]
- [7 Ways to Get Your CFO On Board]

Date: Thursday, October 18, 2018

Keynote: 3:30 [pm] - 4:45 [pm] (1.25 pts)

- [Allison Massari]

Date: Friday, October 19, 2018

Session 1: 9:00 [am] - 10:15 [am] (1.25 pts)

- [Show Me the Money: Counting vs Accounting]
- [Building Bridges Between Silos: A Case Study]
- [Building Campaigns Around Non-Building Projects: Raising Money For People & Programs as the Landscape Shifts]
- [Leveraging Content Marketing to Cultivate Donors]

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/>

- [Extending the Tenure of High Performing Development Officers]
- [Leverage Employees Love for Your Organization]
- [Session Title]

Date: Friday, October 19, 2018

Session 2: 10:45 [am] - 12:00 [pm] (1.25 pts)

- [Philanthropy 2028: What You Need to Know]
- [Recruitment Overhaul]
- [Navigating the Pathway to Systemization]
- [Capturing the Voice of the Patient Through Philanthropy]
- [Evaluating Event Fundraising: Beyond the Numbers]
- [Transcending the Charity Mentality: From Major Gifts Fundraisers to Community Thought Leaders]

Date: Friday, October 19, 2018

Session 3: 2:15 [pm] - 3:30 [pm] (1.25 pts)

- [Building a Concierge Medicine Program From Scratch to Start]
- [Underexplored Major Gifts: Elevating the Grants Function Across a Health System]
- [Our Journey With Physician Champions: Successfully Building a Culture of Gratitude That Inspires Philanthropy]
- [The Impact of a Donor Accountability Office]
- [Strike it Rich: Finding, Retaining & Partnering with Volunteers]
- [Market Mastery: Harnessing the Hospital and the Campaign Brand]

Date: Friday, October 19, 2018

Session 4: 3:45 [pm] - 5:00 [pm] (1.25 pts)

- [Top Ten Problems Solved By Business Intelligence]

- [From the Ground Up: Building a Major Gift Pipeline by Engaging New Communities]
- [Home is Where the Heart (And Your Grateful Patient) Is!]
- [Why Limit Your Profits to Ticket & Table Sales? Change Your Model to Having the Right People in the room with an Exclusive Invite to Events]
- [Are You the Philanthropy Leader You Aspire to Be?]
- [Funding the Eldercare Tsunami: Adapting Traditional Practices to a Non-Traditional Campaign]

Date: Saturday, October 20, 2018

Session 1: 8:30 [am] - 9:30 [am] (1.25 pts)

- [Key Issues & Lessons Learned in Hospice Fundraising]
- [Grateful Families: The Core of Your Major Donor Pipeline]
- [A Comprehensive Philanthropy Program in a Small Shop]
- [Give, Get or Get Off]
- [Taking Your Employee Giving to the Next Level: How We Doubled Participation & Dollars Raised in Just One Year]

Date: Saturday, October 20, 2018

Learning Lab: 9:30 [am] - 11:30 [am] (2 pts)

- [Leadership & Ally Engagement]
- [Embracing the Science Behind Grateful Engagement]
- [Demystifying the Communications Plan]

Total number of points attained:

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