



CERTIFIED FUND RAISING EXECUTIVE

Approved Provider for  
Continuing Education **2019**

## 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:** - 2019 AHP International Conference  
**Names of Presenter(s):** - Various  
**Dates and Location:** - October 23 - 25, 2019, Washington, DC

**Date: Wednesday, October 23, 2019**

**Session 1: 9:00 [am] - 1:00 [am] (4 pts)**

- [Exploring the MedStar Health/Georgetown University Philanthropy Partnership]

**Date: Wednesday, October 23, 2019**

**Session 2: 2:00 [pm] - 4:30 [pm] (2.5 pts)**

- [An Exploration of Major Gifts Fundraising in Medicaid-Dominant Markets]

- [Aligning Centralized Operations to Support the "Philanthropy Program Powered by Gratitude" at MedStar Health]

- [System Integration: Managing a Foundation Board Merger]

- [The Role of Philanthropy in this Era of Health Care Transformation]

- [Innovation Lab]

- [Building Exceptional Teams]

- [Beyond Cocktail Parties and Board Seats: Reinventing Your Principal Gifts Program]

- [The Perennial Millennial Conundrum: How to Reach this Elusive Prospect Base]

- [Portfolio Values: Expanding the Art and Science of the Solicitation]

- [Reach New Fundraising Levels]

- [Work Smarter, Not Harder: Integrated Donor Pipeline Development for Optimal Results]

**Date: Wednesday, October 23, 2019**

**KEYNOTE: 5:00 [pm] - 6:30 [am/pm] (1 pt)**

- [The Power of Storytelling]

**Date: Thursday, October 24, 2019**

**Session 1: 9:00 [am] - 10:00 [am] (1 pt)**

- [From Blah to Blazing-How We Upped Our Grateful Patient Fundraising Game]

- [Launching a Systemwide Comprehensive Campaign: A Case Study About Alignment & Integration]

**Date: Thursday, October 24, 2019**

**Session 2: 10:10 [am] - 11:10 [am] (1 pt)**

- [Beyond Cocktail Parties and Board Seats: Reinventing Your Principal Gifts Program]

- [Bigger, Better, Smarter: Using Data-Driven Fundraising to Guide Strategy]

- [The Value of a Fresh Perspective: The When and the Why of Hiring a Consultant for Your Organization]

- [Achieving Record-Breaking Levels of Physician Giving]

- [Making the Most of Your Technology Investments]

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**:  
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- [When Traditional Methods Fall Short: Creative Ways to Build the Mid-Level Major Gift Pipeline]
- [From Action to Value: The Future of Corporate Philanthropy]
- [Spring Board: Elevating Your Board's Impact on Your Bottom Line]

**Date: Thursday, October 24, 2019**

**Session 3: 11:30 [am] - 12:30 [pm] (1 pt)**

- [Artificial Intelligence and Major Gift Fundraising]
- [From Blah to Blazing-How We Upped Our Grateful Patient Fundraising Game]
- [Breakthrough Fundraising: How Marketing and Fundraising Can Work Together to Drive Results]
- [Building a Community for Philanthropy Through Generative Leadership]
- [Integration of Fundraising Efforts Across a Hospital System with Multiple Partner Hospitals: Lessons Learned (and Still Learning)]
- [What Do Millennial Millionaires Want?]
- [Keys to Successful Employee Giving Campaigns in an Integrative Health System]
- [Leveraging the Power of Private Philanthropy]

**Date: Thursday, October 24, 2019**

**KEYNOTE: 3:15 [pm] - 4:15 [pm] (1 pt)**

- [Gratitude Matters: Perspectives from a Patient, Physician and Administrator]

**Date: Thursday, October 24, 2019**

**Session 4: 3:15 [pm] - 4:15 [pm] (1 pt)**

- [Secure Your Hospital's Vision and Future with Philanthropy]
- [Vision 2020: Designing Impactful Campaigns in the Context of a Changing Health Care Landscape]
- [Achieving Record-Breaking Levels of Physician Giving]
- [To Integrate or Not: A System Approach to Philanthropy]
- [A Lifetime of Fundraising: Lessons Learned Along the Way]
- [Bringing Your Foundation into the Digital Age: How to Raise Real Money Online]
- [Grateful Patient Programs - The Next Generation]

- [It's Personal: Connecting the Dots between Philanthropy, Business Development and the Patient Experience]

**Date: Friday, October 25, 2019**

**KEYNOTE: 8:00 [am] - 9:00 [am] (1 pt)**

- [The Future of the Healthcare Marketplace: What's Next?]

**Date: Friday, October 25, 2019**

**Session 1: 9:15 [am] - 10:15 [am] (1 pt)**

- [Crisis Averted! Being Nimble and Strategic]
- [Building Exceptional Teams]
- [Securing Transformational Gifts for Behavioral Health Funding]
- [Transforming your Donor Concierge Stewardship Program into a Cultivation Machine]
- [What You Need to Know About Planned Giving: When Planned Giving Is Not All You Do]
- [Magic Happens: Campaigns, Estate Gifts and Donor-Focused Philanthropy]
- [3 CPOs: Learnings from Chief Philanthropy Officers]
- [Fundraising for Population Health]

**Date: Friday, October 25, 2019**

**Session 2: 10:45 [am] - 11:45 [am] (1 pt)**

- [Crisis Averted! Being Nimble and Strategic]
- [Fundraising from Culturally Diverse Donors: How to Sensitively Cultivate New Americans & New Canadians from South Asia, China and Africa]
- [How We Built This: The Transformational Blended Legacy Gift]
- [Riches in the Niches]
- [8 Great Ideas: Raising the Bar with Innovative Donor Stewardship]
- [Enhance Board Impact and Create a Better Board Experience]
- [40 Under 40 Career Development Panel]
- [Using Data for True Impact]

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- [AHP Advanced Course in Healthcare Fundraising]

**Date: Friday, October 25, 2019**

**Session 3: 1:30 [pm] - 4:00 [pm] (2.5 pts)**

- [Philanthropy Operations]
- [Hospice Fundraising]
- [Annual Giving]
- [Major Gifts/Planned Giving]
- [Chief Development Officer Forum]

**Date: Saturday, October 26, 2019**

**Session 1: 8:00 [am] - 1:00 [pm] (4.5 pts)**

- [AHP Development Primer]
- [AHP Advanced Course in Healthcare Fundraising]

**Date: Friday, October 25, 2019**

**Session 4: 4:00 [pm] - 6:00 [pm] (2 pts)**

- [AHP Development Primer]

**Total number of points attained:**

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