



Certified Fund Raising Executive  
The credential for fundraising professionals

## CONTINUING EDUCATION POINTS TRACKER

*CFRE International has developed this form as a way for you to quickly track (and keep in your files!) a record of the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended and, where necessary, fill in the session title. 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:** AFP Chicago Chapter  
**Title of Activity:** **Midwest Conference on Philanthropy – The Business of Fundraising: Vision, Accountability & Impact**  
**Names of Presenter(s):** Various  
**Dates and Location:** **November 1, 2011 – Chicago, IL**

**Date: Tuesday, November 1, 2011**

**Session: 8:30am – 10:00am (1.25 hrs)**

- Morning Plenary with Jason Saul  
The End of Fundraising?

**Session: 10:15am – 11:30pm (1.25 hrs)**

- Feature Presentations #1 and #2
- The State of Philanthropy in Chicago
  - Building a Fundraising Movement

**Session: 12:45pm – 2:00pm (1.25 hrs)**

- Learning Sessions #1 - #5
- Module #1 – All About the Numbers: What’s the Buzz About?
  - Module #2 – Cause-Marketing – New Rules of the Game
  - Module #3 – Inside the Mind of a Major Donor
  - Module #4 – If You Build It, Will They Come
  - Module #5 – Raise More / Make More? An Ethical Discussion

**Session: 2:15pm – 3:15pm (1.00 hr)**

- Breakouts
- Mining for Gold: Segmentation, Reactivation & Donor Acquisition
  - Building a Case: When Less is not More
  - Real-time Marketing
  - Demystifying Government Grants
  - Movin’ and Shakin’: Doing Relationship Management Right
  - The Board Game: Making the Right Moves
  - Capture Your Impact
  - On the Move Again: Migrating from Events to Annual & Major Gifts
  - Social Networking for Career Success

**Session: 3:15pm – 4:30am (1.25 hrs)**

- Afternoon Plenary with Stedman Graham  
Who Are You – Leadership Development Program

**Total number of contact hours attended:**

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*(number of contact hours = number of Education points)*

\*Be sure to add these hours to your online application\*