



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: - ANA Nonprofit Federation
Title of Activity: - 2020 ANA DC Nonprofit Conference
Names of Presenter(s): - Various
Dates and Location: - February 19 - 21, 2020 - Washington, DC

Date: Wednesday, February 19, 2020

Session 1: 2:00 [pm] - 3:00 [pm] (1 pt)

- [LOCK IT DOWN! GET SUSTAINERS COMMITTED FOR THE LONG HAUL]

Date: Wednesday, February 19, 2020

Session 2: 3:00 [pm] - 4:00 [pm] (1 pt)

- [CANARY IN THE COAL MINE -- FIXES FOR NEW DONOR ACQUISITION]

Date: Wednesday, February 19, 2020

Session 3: 4:00 [pm] - 5:00 [pm] (1 pt)

- [CAN YOU SURVIVE AND THRIVE IN COMPLEXITY?]

Date: Thursday, February 20, 2020

Session 1: 9:20 [am] - 10:00 [am] (1 pt)

- [EQUITABLE HEALTH & WELLBEING: WHY IT MATTERS]

Date: Thursday, February 20, 2020

Session 2: 10:15 [am] - 11:15 [am] (1 pt)

- [THERE'S NOTHING ALTERNATIVE (MEDIA) ABOUT IT]

- [MEET ME IN THE MIDDLE: BRIDGING THE GAP BETWEEN DONORS]

- [FACEBOOK FUNDRAISERS: THE KEY TO UNLOCKING DONOR GENEROSITY]

- [POWER UP! ACHIEVING MORE PURPOSE AND MEANING FROM YOUR WORK]

Date: Thursday, February 20, 2020

Session 3: 11:25 [am] - 12:25 [pm] (1 pt)

- [THE PHONE STILL WORKS! THREE WAYS TO STILL USE THE PHONE EFFECTIVELY!]

- [BREAKING BEYOND THE BASICS OF MID-LEVEL FUNDRAISING]

- [YEAR END 2019: 30 TAKEAWAYS IN 60 MINUTES]

- [ALL IN OR FOLD: ACQ INVESTMENT DURING PRESIDENTIAL ELECTIONS]

Date: Thursday, February 20, 2020

Session 4: 2:25 [pm] - 3:25 [pm] (1 pt)

- [FACE 2 FACE - MYTHBUSTERS!]

- [MAKING IT MONTHLY: ATTRACTING (AND RETAINING) YOUR MOST LOYAL DONORS]

- [STOP LOSING 63% OF YOUR DONORS EVERY YEAR IN 6 EASY STEPS]

- [WHAT DO ALL THESE INDICES TELL US?]

Date: Thursday, February 20, 2020

Session 5: 3:45 [pm] - 4:25 [pm] (1 pt)

- [FIRESIDE CHAT - PRIVACY CHALLENGES - DONATIONS AT RISK]

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/>

Date: Thursday, February 20, 2020

Session 6: 4:30 [pm] - 5:30 [pm] (1 pt)

- [PRIORITIZE YOUR INVESTMENT; THROW OUT YOUR MERGE PRIORITY]
- [RESEARCH UNCOVERS THOSE MOST LIKELY TO MAKE A PLANNED GIFT]
- [FOLLOWING FACEBOOK - KEEPING UP WITH THE SOCIAL NORMS]
- [MANAGING THROUGH EXTERNAL DISRUPTORS: A HOW TO GUIDE]

Date: Friday, February 21, 2020

Session 1: 8:30 [am] - 9:15 [am] (1 pt)

- [DON'T EVER BE AFRAID TO BE GREAT THROUGH ADVERSITY, RESILIENCE AND TRIUMPH]

Date: Friday, February 21, 2020

Session 2: 9:25 [am] - 10:25 [am] (1 pt)

- [DATA-DRIVEN: WHY ANALYTICS IS YOUR CREATIVE'S BFF]
- [GETTING HANDS ON WITH GOOGLE ANALYTICS]
- [DIVERSITY IN GIVING - ENGAGING A MULTI-CULTURAL AUDIENCE]
- [TRANSFORMATIONAL PROGRAM CHANGE DURING AN ELECTION YEAR]

Date: Friday, February 21, 2020

Session 3: 10:45 [am] - 11:45 [am] (1 pt)

- [DISPELLING THE MYTHS OF PSAS & HOW THEY SUPPORT FUNDRAISING]
- [LOTS OF DATA FROM MANY SOURCES? HERE'S WHAT TO DO WITH IT]
- [AUTHENTICITY & EXPERIENCES: CULTIVATING MILLENNIAL DONORS]
- [NONPROFITS & THE IMPORTANCE OF STORYTELLING]

Date: Friday, February 21, 2020

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

- [TEN EMAILS YOU NEED TO SEND IN 2020]
- [HOW TO INTEGRATE YOUR DATA TO CREATE A SINGLE CUSTOMER VIEW]
- [WHY SHOULD HISPANICS GIVE TO YOU?]
- [TOP LESSONS NONPROFITS CAN TAKE FROM THE COMMERCIAL WORLD]

Total number of points attained:

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