



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.

Organizer: National Catholic Development Conference (NCDC)
Event: 46th Annual National Catholic Development Conference and Exposition
Dates: October 4-8, 2014
Location: Chicago, IL

GENERAL SESSIONS (1 HOUR)

- Sr. Georgette Lehmuth, OSF
- Michael Chatman
- Brian Starks, Ph.D.

SATURDAY, OCTOBER 4

Pre-Conference Workshop (3 hours)

- 01: The Asking Conversation

SUNDAY, OCTOBER 5

Breakout Session (2 hours)

- 02 Viability of Development

MONDAY, OCTOBER 6

Breakout session #1 10:45 a.m. – 12:00 p.m. (1.25 hour)

- 5: What's Coming Next and How to Manage It: Award Winning Fundraisers Discuss the Future of Catholic Direct Marketing
- 6: The New Rules of Fundraising: A Social Entrepreneur's Approach to Fundraising
- 7: The Countdown to Closing Year-End Gifts
- 8: The Balance Between Mission and Money- Success and Challenges in Implementing Fundamentals
- 9: Listening The Planned Gift
- 10: Creating a Culture of Collaboration
- 11: Are You a Great Fundraiser?
- 12: The Catholic School Fundraising Equation: Opportunity=Change+Strategy

Breakout session #2 1:45 p.m. – 2:45 p.m. (1 hour)

- 13: Acquiring More Valuable Online Donors
- 14: Emerging Technology: Gadget or Mission Tool?
- 15: The Art and Science of Transformational Gifts
- 16: Stop Following and Start Socializing
- 17: How To Ask for the Planned Gift
- 18: Creating and Sustaining Real Accountability
- 19: Pilgrimage: An Essential Building Block to Cultivate Donors and Raise Funds

Discussion Forums 3:45 p.m. – 5:15 (1.5 hours)

- 20: Direct Marketing Issues
- 21: CyberSecurity Issues
- 22: Major Gift Issues
- 23: Management Issues
- 24: Planned Giving Issues
- 25: School Issues

MORE SESSIONS ON REVERSE

TUESDAY, OCTOBER 7

Breakout session #3 10:15 a.m.- 11:15 a.m. (1 hour)

- 26: Key Trends and Direct Marketing Analysis for Catholic Organizations
- 27: Taking It To the Next Level: Digital Marketing for Fundraising
- 28: Major Gift Societies
- 29: Building Your Direct Mail Program
- 30: How to Identify Planned Giving Prospects on Your Major Giving List
- 31: Changing How You Address Intellectual Property Issues
- 32: Using Special Events to Build Community and Advance Your Mission

Breakout session #4 1:45 p.m.- 2:45 p.m. (1 hour)

- 33: The Secrets Behind Breakthrough Creative Acquisition
- 34: The 3 A's of Social Media Success
- 35: 12 Months, 12 Strategies, 12 Takeaways to Impact Your Major Gift Efforts!

- 36: Be The Best You Can Be: Actions You Can Take in 2015 to Move Yourself and Program Forward
- 37: Integrating Estate Gifts into Planning
- 38: The Quest for Ethical Best Practice
- 39: Metrics That Matter: Measuring the Success of Your Fundraising Efforts in a Multi-Channel Environment

Breakout session #5 3:15 p.m.- 4:15 a.m. (1 hour)

- 40: Tapping the Gold Mine of Lapsed Donors
- 41: Go Mobile or Fall Behind
- 42: Small Shops Can Do Major Gifts! And, Don't Let Anyone Tell You Differently!
- 43: Case Study: Changing from an In House Caging Operation to an Outsourced Model
- 44: 2014 Planned Gifts Online Marketing Study Analysis
- 45: Prophetic Leadership: A New Paradigm for Mission Advancement
- 46: Grantwriting and Beyond

Name _____

Organization _____

Total Number of 2014 session hours _____