



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 of Fundraising Professionals
Title of Activity: - AFP ICON 2021
Names of Presenter(s): - Various
Dates and Location: - June 28 - 30, 2021

Date: Monday, June 28, 2021

Session 1A: 11:15 [am] - 12:30 [pm] (1.25 pts)

- [Active Listening, Moves Management and Making Assumptions - Oh My!]
- [Anatomy of a Nonprofit Website: Why Your Donors Aren't Giving (More) Online]
- [Donor Data Analytics on a Budget]
- [2020 Fundraising Stats: Just the Facts on Fundraising Statistics]
- [5 Trends with the Power to Change Major Gifts Fundraising]
- [Global Fundraising Challenges after the COVID-19 Pandemic]
- [A Conversation on being an Equitable, Inclusive, Diverse Leader]

Total Points:

Live _____ On Demand _____

Date: Monday, June 28, 2021

Session 1B: 11:15 [am] - 12:15 [pm] (1 pt)

- [How to Write a Compelling Case for Support]
- [Virtual P2P is Here to Stay: Best Practices and Creative Examples]

Total Points:

Live _____ On Demand _____

Date: Monday, June 28, 2021

Session 2A: 1:20 [pm] - 2:35 [pm] (1.25 pts)

- [Plan, Commit, Succeed: Reimagine Your Fundraising Roadmap through an Effective Development Plan]
- [Hack the Mind: Using Psychology to Boost Your Fundraising]
- [What Really Makes Donors Happy? Uncover the Mysteries Behind Donor Motivation and Decision-Making]
- [On the Road to Monthly Donor Success]
- [Crowdfunding: You Reap What You Sow]
- [Your Fundraising Personality: The Secret of Fundraising Career Fit You've Been Missing]
- [Moving from In-Person to Online: Virtual Events Now and in the Future]
- [Perspectives from the Experienced Black Male Fundraiser]
- [How to Create an IDEA Fellowship Program at Your Chapter and Center BIPOC Fundraisers in Your Community NFR]

Total Points:

Live _____ On Demand _____

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: Monday, June 28, 2021

Session 2B: 1:20 [pm] - 2:50 [pm] (1.5 pts)

- [Ethical Dilemmas in Crisis Fundraising: Calling All Reflective Practitioners]

Total Points:

Live _____ *On Demand* _____

Date: Monday, June 28, 2021

Session 2C: 1:20 [pm] - 2:20 [pm] (1 pt)

- [Embracing the Power of Your Legacy Pipeline]

- [Triple Threat: Build Relationships with Corporations, Foundations and Nonprofits to Become a More Sustainable Organization]

Total Points:

Live _____ *On Demand* _____

Date: Monday, June 28, 2021

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

- [Be Prepared for Millennial Major Donors]

- [Opening Hearts and Wallets - The Art of Successful Engagement]

- [Steering Through A Storm : How a Small Nonprofit Can Successfully Navigate a Crisis]

- [Asking for Major Gifts NOW - What's changed-What's stayed the same - Your toolkit]

- [Handling Objections: Turning Hesitation into Commitment]

- [Dementia, Philanthropy, and the Audit: What to know, what to have, and what to plan]

- [The New World Economy - Collaborating and Merging Nonprofits to Secure More Donor Dollars]

- [Confronting Systemic Racism: A Wholistic View with a Fundraising Lens]

Total Points:

Live _____ *On Demand* _____

Date: Monday, June 28, 2021

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

- [Playing Nice in the Sandbox: Introverts, Extroverts, and Collaboration]

Total Points:

Live _____ *On Demand* _____

Date: Monday, June 28, 2021

Session 3C: 3:45 [pm] - 5:15 [pm] (1.5 pts)

- [How Storytelling fuels Fundraising at the Houston SPCA]

Total Points:

Live _____ *On Demand* _____

Date: Tuesday, June 29, 2021

Session 1A: 10:25 [am] - 11:40 [am] (1.25 pts)

- [Fundraising + Harassment: What No One is Talking About]

- [Fundraising for Nonprofit Board Members - Getting them on-board to reach fundraising goals]

- [Wait Don't Go: Retaining Young Professionals and Building Your Organization's Future]

- [Designing, Running and Participating in Inclusive, Interactive Meetings--Virtual and In-Person]

- [Raising Major Gifts and Elevating Your Philanthropic Culture as the World Recovers from Crisis]

- [Pandemic Generosity: What Donation and Health Data Can Teach Us]

- [THE ASK©: Make it THEIR IDEA]

Total Points:

Live _____ *On Demand* _____

Date: Tuesday, June 29, 2021

Session 1B: 10:25 [am] - 11:25 [am] (1 pt)

- [Shut up and listen: How to solicit donor feedback to improve fundraising results]

- [Growing Your Legacy Society - Why Aren't We Asking?]

- [So You're Thinking of Planning a Capital Campaign? Essentials for Success!]

- [The Global Online Fundraising Scorecard: A Mystery Donor's Look at Online Fundraising in 9 Countries]

Total Points:

Live _____ *On Demand* _____

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Date: Tuesday, June 29, 2021

Session 2A: 11:45 [am] - 1:00 [pm] (1.25 pts)

- [Giving In Ramadan - Charity Tv Advertising Competition; Case Study]
- [Rewriting Your Nonprofit's Story For The New Normal]
- [10 Ways Your Fundraising Data Can Help Your Fundraising Communications]
- [Using Donor Personas To Guide Your Communications]
- [From Identify To Ask: Leveraging Research To Bridge To Larger Gifts]
- [Power To The People: Growing Your Donor List With Effective Online Advocacy]
- [Diversifying Fundraising Efforts to Build Resilience in the Months Ahead]

Total Points:

Live_____ On Demand _____

Date: Tuesday, June 29, 2021

Session 2B: 11:45 [am] - 12:45 [pm] (1 pt)

- [The Annual Campaign...Doing It Well And Then Doing It Even Better Next Year]
- [Finding And Winning Grants For Your Nonprofit: A 7-Step Structured Approach]
- [Leadership During Tumultuous Times: The Value Of The After-Action Review]

Total Points:

Live_____ On Demand _____

Date: Tuesday, June 29, 2021

Session 3A: 3:50 [pm] - 5:05 [pm] (1.25 pts)

- [How to lead your organization to get the internal support you need for fundraising success]
- [Revenue scenario planning to navigate unpredictable times]
- [Forces Of Nurture: 7 Ways To Automate Donor Cultivation]
- [Navigating Difficult Conversations]
- [The Power Of Legacy To Transform Your Future]
- [Impact: How To Tell Stories That Uphold The Dignity Of Communities]
- [The Art & Science Of Fundraising - Data-Informed Decisions For The Arts & Culture Sector]

Total Points:

Live_____ On Demand _____

Date: Tuesday, June 29, 2021

Session 3B: 3:50 [pm] - 4:50 [pm] (1 pt)

- [Managing Up - How to get your boss, or anyone!, excited about fundraising]
- [Marketing + Social Impact: How to tell stories that uphold the dignity of communities]
- [The Digital-First Fundraising Revolution]

Total Points:

Live_____ On Demand _____

Date: Tuesday, June 29, 2021

Session 3C: 3:50 [pm] - 5:20 [pm] (1.5 pts)

- [What To Do With Events When Events Are The Only Thing You Can't Do]

Total Points:

Live_____ On Demand _____

Date: Wednesday, June 30, 2021

Session 1A: 10:25 [am] - 11:40 [am] (1.25 Pts)

- [Cultivating Family Business Owners And Their Families To Secure Multigenerational Support For Your Organization]
- [Why "Thank You" Isn't Enough And How Better Thank You Get You Bigger Gifts]
- [How To Boost Your Digital Storytelling And Fundraising With LinkedIn]
- [The Giving Brain: The Art And Science Of Legacy Giving]
- [Compassion, Creativity, And Courage: How One Foundation Responded To The Pandemic And Thrived]
- [How To Ensure A Smooth Executive Transition For Your Nonprofit]
- [Streamline Your Major Gifts With Data: A Case Study From United Way Greater Twin Cities]
- [DEI Data Guide: How To Ethically Collect, Store, And Use Identity Information]

Total Points:

Live_____ On Demand _____

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Date: Wednesday, June 30, 2021

Session 1B: 10:25 [am] - 11:25 [am] (1 pt)

- [Strengthening Your Mental Fitness To Manage Stress And Thrive In Uncertain Times]

Total Points:

Live _____ On Demand _____

Date: Wednesday, June 30, 2021

Session 2: 11:45 [am] - 1:00 [pm] (1.25 pts)

- [Change Ahoy! How to steer your organization through turbulent waters]

- [Give to Get: Tapping into the Power of Financial Advisors]

- [Who's a Philanthropist? I am.]

- [Does Your Fundraising Spark Joy? The Life-Changing Magic of Tidying Up Your Fundraising]

- [How to Get In-The-Door with Unlikely Prospects Using Prospect Research]

- [Uncomfortable Conversations with Donors]

- [Why Golf Belongs in Your Organization's Fundraising Portfolio]

Total Points:

Live _____ On Demand _____

Date: Wednesday, June 30, 2021

Session 2B: 11:45 [am] - 12:45 [pm] (1 pt)

- [Developing your Development Career: How to F.U.N.D. your Goals and Plan with Purpose]

- [Right Person, Right Message, Right Time: Marketing Automation for Online Fundraising]

- [Cultivating Future Leaders: Launching an Associate Board]

Total Points:

Live _____ On Demand _____

Date: Wednesday, June 30, 2021

Session 2C: 11:45 [am] - 1:30 [pm] (1.75 pts)

- [Major Gifts: From Concept to Close in 100 Days]

Total Points:

Live _____ On Demand _____

Date: Wednesday, June 30, 2021

Session 3A: 2:20 [pm] - 3:35 [pm] (1.25 pts)

- [Hack Your Fundraising - Tips from 2 Productivity Nerds]

- [Can't We All Just Get Along? A Guide to Building the Optimal Development Team]

- [Peer to Peer Fundraising: Empower your donors AND raise more money!]

- [Demystifying Post-Death Administration for Charitable Beneficiaries]

- [Become a Crowdfunding Hero: Raise Dollars, Awareness, and Lasting Supporters]

- [Navigating the Sea Change: Engaging Next-Gen Leaders & Grant Seeking in Post-COVID Times]

- [Your Next Donor is Already in Your Database. Really? Where?]

- [Uncovering Your Authentic Leadership]

- [Supporters in Sight: Using Analytics to Identify Major Gift Prospects]

Total Points:

Live _____ On Demand _____

Date: Wednesday, June 30, 2021

Session 3B: 2:20 [pm] - 3:20 [pm] (1 pt)

- [Donor Love: Brain, Data, and Experience to Supercharge Your Donor Retention]

- [How to Evaluate Your Fundraising Strategies for People Who Hate Math]

- [Three Keys of Negotiation]

Total Points:

Live _____ On Demand _____

Total number of points attained:

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