



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: - Indiana University-Purdue University Lilly Family
School of Philanthropy & AFP Greater Austin Chapter
Title of Activity: - Principles & Techniques of Fund Raising
Names of Presenter(s): - Deborah Eschenbacher, Tim Seiler
Dates and Location: - April 21-24, 2015, Austin, Texas

Date: April 21, 2015

Day 1: 8:30 am – 5:00 pm (6.75 pts)

- Expectations and Obstacles
- The Cube
- Giving USA Reports on Philanthropic Giving
- Ethical Frameworks for Fundraising
- The Fundraising Cycle
- Constituencies and Environments: Understanding the Marketplace
- Case for Support: Institutional Readiness
- Planning, Budgeting, and Managing Fundraising

Date: April 22, 2015

Day 2: 8:30 am – 5:00 pm (6.75 pts)

- Debrief Mission and Case Exercise
- Selecting the Right Fundraising Vehicle: The Annual Fund Program
- Building the Base: The Internet, e-Fundraising, Social Media
- Building the Base: Direct Mail
- Building the Base: The Special Event
- Prospective Donor Research
- Major Gifts: Solicitation Exercise

Date: April 23, 2015

Day 3: 8:30 am – 5:00 pm (6.75 pts)

- The Capital Campaign
- Working with Consultants
- Planned Giving
- Corporations and Foundations as Markets
- In-Box Exercise

Date: April 24, 2015

Day 4: 8:30 am – 5:00 pm (6.75 pts)

- Budgeting and Managing for Fundraising
- Volunteerism, Boards, Leadership, and Team-Building for Fundraising
- Application of Principles, Part I: Preparing a Fundraising Plan
- Review of Expectations and Obstacles
- Application of Principles, Part II: Resources Inventory Analysis
- Preparing a Statement of Objectives

Total number of points attained: _____

Maximum 27.0 points