



Approved Provider for Continuing Education

## CFRE International

Certifying fundraising executives  
Setting standards in philanthropy

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# 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:** - [NAYDO]  
**Title of Activity:** - [35<sup>TH</sup> Annual Conference on YMCA Philanthropy]  
**Names of Presenter(s):** - [Various]  
**Dates and Location:** - [April 6-9, 2016, Detroit, MI]

### Date: Wednesday, April 6, 2016

#### **Pre Conference Workshop: 8:00 [am] – 4:30 [pm] (7.5 pts)**

- [YMCA Capital Readiness & Planning Workshop]

- [Mind the Gap: Engaging Millennial Staff & Donors]  
 - [Think. Say. Do.]

### Date: Wednesday, April 6, 2016

#### **Session 1: 9:00 [am] – 11:00 [am] (2 pts)**

- [Annual Campaign Fundamentals]  
 - [Fundamentals of a Strong Development Program]

### Date: Thursday April 7, 2016

#### **Philanthropy School: 2:15 [pm] – 5:15 [pm] (3 pts)**

- [Capital Campaigns Part 1 & 2]  
 - [Deep Dive: Capital Campaign Planning for Y Camps]  
 - [How to Create a Dynamic Fundraising Board]

### Date: Wednesday, April 6, 2016

#### **Session 2: 11:15 [am] – 12:15 [pm] (1 pt)**

- [Proven: 56 Years of the MacBean Endowment Method in the YMCA]

### Date: Thursday April 7, 2016

#### **General Session: 12:00 [pm] – 2:00 [pm] (1 pt)**

- [An Astronaut's Leadership Lessons]

### Date: Thursday April 7, 2016

#### **Session 1: 10:30 [am] – 11:45 [am] (1.25 pts)**

- [Why Not What- Generating a Compelling Case for Support]  
 - [Engaging Corporate Partners]  
 - [The Hidden Treasures of Community Partnerships]  
 - [Session Title]  
 - [The Major Gifts Green Room]  
 - [Propelling Positive Change]  
 - [Where Aspiration Meets Operations]  
 - [Build a Better Board]  
 - [Outside the Y]

### Date: Thursday April 7, 2016

#### **Session 2: 2:15 [pm] – 3:30 [pm] (1.25 pts)**

- [Engaging Staff At All Levels In Capital Campaigns]  
 - [Inside the Mind & Heart of a Philanthropist]  
 - [Five Ways to Jumpstart Your Legacy Program]  
 - [Aligning Leadership in Advancing a Culture of Philanthropy]

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<http://www.cfre.org/education/my-education-finder/>

- [How to Engage Your Board in Fundraising]
- [Put the Social in Social Media]
- [Turn it Up: Diversity in Philanthropy]

**Date: Thursday, April 7, 2016**

**Session 3: 3:45 [pm] – 5:00 [pm] (1.25 pts)**

- [Mission Based Member Retention]
- [Partnerships for Healthy Kids]
- [Major Gifts: Taking Out Guesswork]
- [The Ecosystem of Health and Philanthropy]
- [Promoting a Culture of Volunteerism]
- [Hot Topic Sponsor Special]

**Date: Thursday, April 7, 2016**

**General Session: 6:30 [pm] – 8:30 [pm] (1 pt)**

- [Lessons from CLOD: An Inspiring Story]

**Date: Friday, April 8, 2016**

**Session 1: 9:00 [am] – 10:15 [am] (1.25 pts)**

- [Donor Relations versus McDonald's]
- [Developing Win-Win-Win Collaborations]
- [The Major Gifts Challenge]
- [Building Cause Driven Engagement Habits]
- [How to Build the Perfect Donor Newsletter]
- [Branding Beyond Budgetary Barriers]
- [Partners for Dollars]
- [Community Investment: Working with Foundations]
- [The Psychology of the Ask]
- [Session Title]

**Date: Friday, April 8, 2016**

**Session 2: 10:45 [am] – 12:00 [pm] (1.25 pts)**

- [The Authentic Fundraiser]
- [Creative Camp Annual Campaigns]
- [How to Prepare Your Board Members for a Capital Campaign]
- [When I'm Dead & Gone]

- [Engaging New Members in Support of Our Cause from Day 1]
- [Inspired Committed Campaigners]
- [Storytelling in the Digital Age]
- [The Amazing Do It Yourself Communications Audit]
- [Reconciling with Your CFO]
- [Major Gift Fundraising: Time for a Reality Check]

**Date: Friday, April 8, 2016**

**Session 3: 2:15 [pm] – 3:30 [pm] (1.25 pts)**

- [Return Home a Hero]
- [Growing A Camp Capital Campaign]
- [The Relentless Pursuit of Major Gifts]
- [Building A Culture of Philanthropy]
- [How to Turn Board Members into Fantastic Fundraisers]
- [Engaging Your Board In Leading a Philanthropic Culture]
- [Worthy vs Newsworthy]
- [Double Your Results, Not Your Efforts]
- [I Wish I Knew Then What I Know Now]
- [What Every Fundraiser Can Do to Stop Falling Donor Retention Rates]

**Date: Friday, April 8, 2016**

**Session 4: 3:45 [pm] – 5:00 [pm] (1.25 pts)**

- [Annual Campaign Measures for Success]
- [Managing the Moving Parts]
- [Developing Donors Through Cultivation & Stewardship]
- [Changing Our Volunteer Culture]
- [Establishing a Comprehensive Philanthropy Program]
- [Consummate Stewardship]
- [Philanthropy Forum: Small YMCA]
- [Global Philanthropy Forum]
- [Philanthropy Forum: Camping Professionals]
- [Philanthropy Forum: Young Professionals]

**Total number of points attained: \_\_\_\_\_**