



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.*

**Activity Organizer:** AFP – Washington DC Metro Chapter  
**Title of Activity:** **2009 Bridge Conference: Bridge to Integrated Marketing & Fundraising Conference**  
**Names of Presenter(s):** Various  
**Dates and Location:** **21-23 July, Washington, DC**

**Date: Wednesday, 23 July, 2008**

**Pre-Conference Workshops: 10:00am – 4:00pm (5.5 hrs)**

- DM 10: Introduction to Direct Response Fundraising
- Master Classes
  - The Influential Fundraiser
  - Donor Intimacy
  - Lessons from a Year of Fundraising in a Tight Economy
  - The Copy Clinic: Crafting Brilliant Fundraising Letters, Emails and Telephone Scripts for Breakthrough Fundraising Results
  - How to Create a Unified Theory for New Media and Integrated Fundraising
  - Direct Response TV; Surprising Affordable, Remarkably Effective, Infinitely Tractable

- Current Issues: Potentials and Pitfalls of Online Reputation for Nonprofits
- Planned Giving: Constructing a Marketing Plan for Your Planned Giving Office

**Opening Keynote Session: 9:30am – 10:30 (1 hr)**

- Presenter: Bernard Ross

**Session: 11:00am – 12:15pm (1.25 hrs)**

**Date: Wednesday, 22 July, 2009**

**Session: 8:30am – 9:30am (.75 hrs)**

- For Profit Direct Response Communications: B2B Effective Channel Marketing
- Corporate, Foundation and Government Funding: Partnering with Corporations: Five Strategies to Increase Sponsorship
- Messaging, Branding & Communications: What's in a Name/ Rebranding Your Organization without Losing Donors
- Direct Response Fundraising Strategy: Rapid Donor Cultivation: The Importance of "On-Boarding" New Email Subscribers for Fundraising Success Beka Economopoulos, GreenPeace
- Using technology for Nonprofits: Lifting Responsiveness with Multivariate Testing
- Featured Speakers: 30 Truly Great Creative Ideas
- Major Gifts & Capital Campaign: Stewardship: The Best Tool for Creating a Secure Future
- Leadership & Management: Sacred Cows: Confronting Tough Issues to Create Positive Change

- For Profit Direct Response Communications: Dialing Isn't Outdated: How Phone-Based Marketing Can Thrive in an E-World
- Corporate, Foundation and Government Funding: Beyond the Proposal: How to Jump-Start Your Foundation Grants Program
- Messaging, Branding & Communications: Ambassador Training; Mission Before Money
- Direct Response Fundraising Strategy: The Nitty Gritty of Direct Marketing: Analyzing Direct Mail, Online and Telephone Fundraising Results
- Using technology for Nonprofits: Hey Buddy Can You Spare a \$1: Effective Strategies to Maximize Google Grants
- Featured Speakers: The INTEGRATION Workshop: Innovative Approaches to 360° Integrated Communications and Fundraising
- Major Gifts & Capital Campaign: Supersize Your Capital Campaign by Taking a Bigger Bite Out of the Pyramid
- Leadership & Management: Getting Your Board Happily, Productively and Competently Involved in Fundraising
- Current Issues: Multicultural Resource Development: Effective Practices to Broaden Your Donor Base
- Planned Giving: Changing the Conversation to Increase Planned Gift Commitments

**Session: 2:00pm – 3:15pm (1.25 hrs)**

- For Profit Direct Response Communications: Microtargeting Television
- Corporate, Foundation and Government Funding: Integrating Corporate Campaigns and Individual Giving
- Messaging, Branding & Communications: Now More than Ever: Making Your Messages Count
- Direct Response Fundraising Strategy: Med-Level Donor Giving Clubs: 7 Steps to Building Strong Relationships with Your Best Donors
- Using technology for Nonprofits: Low-Cost List Append Strategies
- Featured Speakers: Sticky Ideas: How to Make Your Fundraising Messages Powerful and Persuasive
- Major Gifts & Capital Campaign: Securing Major Gifts...New Week!
- Leadership & Management: Training and Engaging Your Board for Fundraising
- Current Issues: Postal Issues: What You Need to Know for Today and the Future
- Planned Giving: Reaching Seniors: Building Relationships through Estate Planning and Bequests

**Session: 3:45pm – 5:45pm (2 hrs)**

- For Profit Direct Response Communications: Being Creative Isn't Just Monkey Business
- Corporate, Foundation and Government Funding: Giving and Receiving: Three Views of government Funding from Both Sides of the Table
- Messaging, Branding & Communications: Direct Response Karaoke – How to Make Your Fundraising Program Sing!
- Direct Response Fundraising Strategy: Mining for Gold: How to Use Donor Data to Drive Donor Value
- Using technology for Nonprofits: 25 Take-Away's to Kick Start Multi-Channel Fundraising in Your Nonprofit
- Featured Speakers: Myths, Mistakes and Misunderstandings: 10 Things I Wish I Knew When I Started Fundraising
- Major Gifts & Capital Campaign: Donors and Their Dreams
- Leadership & Management: Quantum Fundraising
- Current Issues: Raising Charitable Children: The Next Generation of Donors
- Planned Giving: Brother, Can You Spare A Million?

**Thursday, 23 July, 2009**

**Session: 8:30am – 9:30am (.75 hrs)**

- For Profit Direct Response Communications: The Secret Ingredient to Direct Success: Brand
- Corporate, Foundation and Government Funding: Federal Grants: It's Not Impossible
- Online and New Media: Don't Let Your Online Video Just Sit There

- Direct Response Fundraising Strategy: Monthly Giving/Sustainer Programs: Predictable Income for Unpredictable Times
- Using technology for Nonprofits: ROI for Social Media: Mapping Social Media Strategy to Metrics
- Featured Speakers: Getting Inside the Mind of the Donor
- Major Gifts & Capital Campaign: Tips for Success in Soliciting Major Gifts from Individuals
- Leadership & Management: Secrets of the Charismatic Organization: Successfully Leveraging Social Capital
- Faith-Based Fundraising: Fundraising for a Religious Organization from Both Sides of the Table
- Environmental Sustainability: The Do's and Don'ts of Green Direct Mail

**Plenary Keynote Session: 9:30am – 10:30 (1 hr)**

- Presenter: Leslie Crutchfield

**Session: 11:00am – 12:15pm (1.25 hrs)**

- For Profit Direct Response Communications: Social Media Methodologies in a Business to Business Context
- Corporate, Foundation and Government Funding: Managing Grantmaker Relationships for Fundraising
- Online and New Media: Google AdWords: Using Paid Searches to Raise Funds and Build A Base
- Direct Response Fundraising Strategy: Budget Cuts: Save Your Acquisition Program by Mailing Smarter
- Using technology for Nonprofits: Branding Your Organization Across Platforms: Creating a Seamless Experience for Your Website Visitors
- Featured Speakers: Brandraising: Securing Share of Mind, Heart and Spirit
- Major Gifts & Capital Campaign: Capital Campaigns – A Plan and Strategy for Success
- Leadership & Management: Leadership Lessons from the Front Lines
- Faith-Based Fundraising: American Religious Giving
- Environmental Sustainability: The Sustainability Workshop

**Keynote Session: 1:15pm – 2:15pm (1 hr)**

- Presenter: Anirban Basu, J.D.

**Session: 3:00pm – 4:15pm (1.25 hrs)**

- For Profit Direct Response Communications: Break Down Those Silos (without a sledgehammer)
- Corporate, Foundation and Government Funding: Setting the Stage for Success: The Role of Strategic Partnerships in Your Marketing Plan
- Online and New Media: Bridging Your Direct Marketing and Social Media Activities for Fundraising Success
- Direct Response Fundraising Strategy: 25 Winning Packages in 75 Minutes

- Using technology for Nonprofits: This is Iron Chef...Battle Nonprofit
- Featured Speakers: How to Develop Win-Win Corporate Partnerships
- Major Gifts & Capital Campaign: Building and Supporting A Strategic Board Recruitment Plan
- Leadership & Management: Connecting the Dots: Creating a Fundraising Plan that Works for You
- Faith-Based Fundraising: Value-Based Decision Making in the Development Office
- Environmental Sustainability: You Can Grow Your Green Efforts as a Small or Large Organization

**Total number of contact hours attended:**

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*(number of contact hours = number of Education points)*