



AFP Greater Toronto Chapter provides this form as a way to track (and keep in your files!) a record of the continuing education sessions you have attended. Check the boxes next to the sessions you attended. Total the number of hours, keep this sheet, and you will be ready to complete your CFRE application for initial certification and/or recertification.

CFRE International certifies fundraising professionals who demonstrate the knowledge, skills and commitment to the highest standards of ethical and professional practice in serving the philanthropic sector. For more information about CFRE certification, please visit www.cfre.org.

Activity Organizer: Association of Fundraising Professionals Greater Toronto Chapter

Title of Session: AFP Congress 2007

Date: November 13th – 15th, 2007

BACHELOR'S TRACK

Tuesday, November 13 - AM Sessions (2 hours)

- Major Gifts: Finding the Perfect Donors Who Love Your Mission and Stay With You for Life* – Terry Axelrod
- Donor-Centric Communications* – Tom Ahern, ABC
- Having Trouble Sleeping at Night? Fundraising and Ethical Dilemmas* – Paul Marcus, LL.B., CFRE

Tuesday, November 13 - PM Sessions (1.5 hours)

- Creating a Fund Development Plan That Produces Ownership and Results* – Simone P. Joyaux, ACFRE, MBA
- "Thank You For Your Generous Donation"* – Pippa Carte, MA
- Hunji 10: Encouraging Cultural Diversity* – Maureen Flanaga Pool, CFRE & Jassi Kaur Lachhar

Tuesday, November 13 - PM Sessions (1.5 hours)

- Win-Win Deals: Raising Money Through Corporate Sponsorship, Joint Marketing and Cause Related Marketing* – Geoffrey W. Peters
- Ten Things We Wish We'd Known When We Started in Fundraising* – Bernard Ross & David Love
- Transforming Donor Challenges to Critical Success Factors* – Nowshad (Shad) Ali

Wednesday, November 14 - AM Sessions (3.5 hours)

- Personal Presence* – Barbara Talisman, Ph.D.
- Direct Response for Dummies* – Steve Thomas, CFRE
- Building Media Buzz* – Susan Sommers

Wednesday, November 14 - PM Session (1.5 hours)

- Building A Brand in the Not-for-Profit World* – Alison Gordon
- Face Time: Relationship Philanthropy* – Rob Peacock, MA, CFRE
- The Ten Rules of ePhilanthropy Every Nonprofit Must Know* – Ted Hart, ACFRE, ePMT

Wednesday, November 14 - PM Sessions (1.5 hours)

- Face Time: Relationship Philanthropy(cont'd)* – Rob Peacock, MA, CFRE
- Inspire Donors and Yourself* – Alan Clayton
- The 12-Step Fundraising Plan* – George Stanois

Thursday, November 14- AM Sessions (2 Hours 45 Minutes)

- Care and Feeding of the Senior Administrator* – Laura Manning, CFRE
- Five Steps to Extraordinary Events* – Kate MacDonald & Colette Thomson
- Taking the Pain Out of Writing Policies and Procedures* – Connie Taylor

MASTER'S TRACK

Tuesday, November 13- AM Sessions (2 hours)

- Web 2.0: What's the Point* – Jason Potts
- From Strength to Strength: The Donor and You – Partners for the Future* – Eleanor McGrath
- The Privileges and Obligations of Prospect Management* – Paul Pribbenow, Ph.D., CFRE
- Getting the Most From Your Donor File: Advanced Topic in Direct Response Fundraising* – Geoffrey W. Peters
- Legacies Are Amazing Things* – Paul Farthing, F IDM
- Lunch Money Day: The Little Campaign That Could* – Melanie Green & Abby Robins

Tuesday, November 13- PM Sessions (1.5 hours)

- Philanthropic Trends* – Marnie A. Spears
- Fab Case Statements* – Tom Ahern, ABC
- How A Good Stewardship Call Can Be the Perfect First Step to Your Next Major Gift Ask* – Holly Benson
- Strategies for Growth* – Susan McIsaac
- Changing the Lives of Donor Through the Magic of Philanthropy* – Peter Brimacombe, CFRE
- Organizational Readiness for Major and Planned Gifts – Is It Time to Get Started?* – Robin Fowler, CFRE

Tuesday, November 13 - PM Sessions (1.5 hours)

- Raise More Money Through the Power of Word-of-Mouth* – Mal Warwick
- Using Strategic Planning to Ensure Your Organization's Relevance* – Simone P. Joyaux, ACFRE
- Integrating Major and Planned Giving* – Sherri Freedman, Greg Lichti, CFRE & Jill Nelson, CFRE
- Integrating Cutting-Edge New Media in Your Fundraising and Communications Mix* – Daryl Upsall
- You've Built Your Website...Now Let's Build a Relationship* – Jay B. Love, ePMT
- Engaging Your Board in Creating Sustainable Funding* – Terry Axelrod

Wednesday, November 14 - AM Sessions (3.5 hours)

- Events With Purpose* – Nowshad (Shad) Ali, CFRE, CPBA & Kim E. Ali
- Sustainable Funding Panel* – Terry Axelrod
- Corporate Giving: A Going Concern* – Terrance S. Carter, LL.B. & Theresa L.M. Mann, LL.B.
- The Evolution of Cause Marketing and Sponsorship: Why ROI and Karma Are Not Mutually Exclusive* – Mark Harrison
- Brandraising: Securing Share of Mind, Heart and Spirit* – Tony Elischer
- New Direct Fundraising Creative: A Feast to Wonder At...and Plagiarize!* – Stephen Pigeon
- The Value of a Lifetime* – Alan Clayton

Wednesday, November 14 – PM Sessions (1.5 Hours)

- Making the Case for Unrestricted Giving* – Rosalie Courage
- Inspiring Donors and Impactful Gifts* – Susan Horvath, CFRE & Vanessa Abaya
- Putting it All Together: Successfully Integrating Multiple Fundraising Channels* – Geoffrey W. Peters
- To Accept or Not to Accept: The Question of Corporate Gift Acceptance* – Lesley Ring
- Benchmarking in Fundraising – Why and How Non-Profits Should Use It* – Daryl Upsall
- Strategic Donor Prospecting* – Nowshad (Shad) Ali, CFRE, CPBA

Wednesday, November 14 – PM Sessions (1.5 Hours)

- LOL! Harnessing the Power of Humour in Donor/Client Relationships* – Peter Brimacombe, CFRE
- Is Your Organization Well-Endowed* – Karen D. Willson, CFRE
- Using Data Analysis to Improve Fundraising Performance* – Pippa Carte, MA
- Live Web Review: The Most Important 90 Minutes for Your Website* – Ted Hart, ACFRE
- Making A Bequest Online* – Paul Farthing, F IDM
- Breaking Out of Your Creative Comfort Zone* – Jon Duschinsky

Thursday, November 15 – AM Session (2 Hours 45 Minutes)

- Donor Intimacy* – Tony Elischer
- Sticky Ideas* – Bernard Ross
- “The Holy Trinity” – How Direct Mail, Market Research and Legacy Marketing Form a Powerful Synergy* – Fraser Green, CFRE
- Measuring and Evaluating Fundraising Performance* – Ross W. Marsh & Stephen B. Becker
- What’s New Media Ever Done for Us* – Jason Potts
- Hot Web Resources and Finding Big Gifts in Your Database and Online* – Ted Hart, ACFRE

PH.D TRACK**Tuesday, November 13 - AM Sessions (2 hours)**

- Great Board Chairs, Mediocre Ones. Or How About a Rogue?* – Simone P. Joyaux, ACFRE
- Recruiting and Retaining Excellent Fundraising Staff* – Daryl Upsall

Tuesday, November 13 - PM Sessions (1.5 hours)

- Mastering the Communications Advantage* – Roger H. B. Davies
- Paying Attention: Ethics, Philanthropy and Leadership* – Dr. Paul Pribbenow, Ph.D., CFRE

Tuesday, November 13 - PM Sessions (1.5 hours)

- Mastering the Communications Advantage (cont'd)* – Roger H. B. Davies
- The Flat Philanthropic World* – Jon Duschinsky

Wednesday, November 14 - AM Sessions (3.5 hours)

- The Leadership Edge* – Bernard Ross
- Problem Solving for Advanced Practitioners* – Mal Warwick

Wednesday, November 14 - PM Sessions (1.5 hours)

- The Leadership Edge (cont'd)* – Bernard Ross
- Donor Rights and Remedies* – M. Elena Hoffstein, LL.B. & Terrance S. Carter, LL.B.

Wednesday, November 14 - PM Sessions (1.5 hours)

- The Leadership Edge (cont'd)* – Bernard Ross
- Encouraging Innovation – Implementing Good Ideas in Great Ways* - Barbara Talisman

Thursday, November 15 - AM Sessions (2 hours, 45 minutes)

- Learning From Commerce: A New View of the Supporter Relationship* – Stephen Pidgeon
- How to Create and Internal Culture of Philanthropy* – Dianne Lister, LL.B., CFRE

Thursday, November 15 – PM CLOSING FORUMS (2 hours)

- FORUM #1: The Opposable Mind*
- FORUM #2: Public Perception and The Media*
- FORUM #3: Fresh Perspectives*
- FORUM #1: Donors Speak Up*

Total number of contact hours: _____

(Number of contact hours = number of Education points on CFRE application/recertification form)