



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 2008

Date: November 24th – 26th, 2008

GREEN TRACK

Monday, November 24 - AM Sessions (2 hours)

- Planned Giving Fundamentals* – Roberta (Robbe) Healey, MBA, NHA, ACFRE
- Donor Relationship Management: Why Is It Important?* – Suzette Strong, CFRE
- Digital Marketing: It IS Rocket Science, But No Longer the New Frontier* – Adam Hadley

Monday, November 24 - PM Sessions (1.5 hours)

- Creating a Dynamic Case for Support That Will Help You Win Friends and Influence People* – Tracey Bailey, CFRE
- Ethics in Philanthropy: What Every Fundraiser Needs to Know* – Jeffrey Beach & Arthur Peters
- Building an Online Village* – Jim Bush, CFRE

Monday, November 24 - PM Sessions (1.5 hours)

- Challenges, Opportunities and Strategies in Telephone Fundraising* – Paul Klein
- What Everybody Ought to Know About Protecting Your House Data File* – Steve Falk
- How to Approach Grantmakers Successfully* – Pat Else & Gayle Longley

Tuesday, November 25 - AM Sessions (3.5 hours)

- Extreme Engagement and Stewardship* – Karen E. Osborne
- Help... I Think I Need a Capital Campaign!* – Roberta (Robbe) Healey, MBA, NHA, ACFRE
- Help! We REALLY Need to Start a Major Gifts Program* – Holly Benson

Tuesday, November 25 - AM Session (1.5 hours)

- Hand in Hand: Activating an Integrated Stewardship Program* – Andrea Orr & Marilyn Brown
- Finance for Fundraisers* – Kate MacDonald
- Donor Recognition: Who to Thank and How* – Heather Scott-Ventresca, CFRE & Teena Kindt

Tuesday, November 25 - PM Sessions (1.5 hours)

- An Event Manager's Guide to Murphy's Law* – Sarah Wood
- Planned Giving Made Practical* – Paul Nazareth
- Investment Management? That's Not My Job!* – Cathy Mann, CFRE & Kelly Rodgers

Wednesday, November 26 - AM Sessions (2.75 hours)

- Improving the Future of Small Charities: Can It Be Done? If So, How?* – Mo Davies, CFRE
- Special Events 101 – A Key Component of Your Development Strategy* – Denny Young, MA, CFRE
- How to Find Out What Your Competitors Are Up to and Use It to Raise More Money* – Jonathan Grapsas

YELLOW TRACK

Monday, November 24 - AM Sessions (2 hours)

- Corporate Sponsorship – Bringing Your Activation to Life* – Mark Harrison
- From Snails to PURLS – Adding E-fundraising to Your Direct Mail Program* – Geoffrey W. Peters
- Moves Management: An Introduction to Donor-Centred Techniques for Major Gift Fundraising* – E.H. Guy Mallabone
- Creating an Effective Board of Directors* – Gary Kelsey, Ph.D.
- Cause Branding: The Power of Focus* – Kristian Darigan
- Delivering the Perfect Presentation* – Irene Hogendoorn

Monday, November 24 - PM Sessions (1.5 hours)

- Making Diversity Work – Developing Successful Donor* – Lili Litwin, CFRE & Steven Presser
- Working With Senior Level Volunteers in a Fundraising Setting* – Allen Stern
- The Leaders We Need to Be: How Do We Get There?* – Laura Fredricks
- Philanthropic Trends®: 10th Anniversary Edition* – Marnie Spears
- Beyond Accounts Payables – How Finance Contributes to Excellence in Donor Stewardship* – Cathy Yanosik
- The Long Tail of Fundraising: The Difference Between Ten \$1 Million Grants and One Million \$10 Grants* – Benjamin Goldhirsh

Monday, November 24 - PM Sessions (1.5 hours)

- Social Media and the Pandemic Parallel* – Rob Rathke
- How High Is Up? The Development Audit* – E.H. Guy Mallabone, MA, CFRE
- Fundraising During Times of Economic Uncertainty* – Paul Marcus, LL.B., CFRE
- How Do You Get the Leaders To Follow?* – J.A. Tony Myers
- Addicted to Love: Infusing Passion Into Your Brand* – Kristian Darigan
- Cultivating Diversity in Fundraising* – Janice Gow Pettey, CFRE, MNM

Tuesday, November 25 - AM Sessions (3.5 hours)

- Selecting the Best Talent and Getting the Most From Them* – Nowshad (Shad) Ali, CFRE, CPBA, CPVA, TriMetrix
- Passion Before Logic Part A: Passion – The Power of YES; Part B: Logic – Who Would've Thought?* – J.A. Tony Myers, LL.B., MA, CFRE
- Part A: The ASK: How to ASK Anyone for Any Amount for Any Purpose; Part B: Stewardship After the ASK: How to Get the Signed Gift Agreement and the Money* – Laura Fredricks
- Causes and Corporations: Tips, Techniques and Examples from a Marriage Broker* – Geoffrey W. Peters
- Keeping Your Board Members Focused on Their Fundraising Role* – Kay Sprinkel Grace

Tuesday, November 25 - PM Session (1.5 hours)

- Race Matters in Fundraising: Promoting Diversity in Our Profession* – Rosetta Thurman, MS
- Elevating Your Focus: Taking Your Organization to the Next Level* – Anthony Holl, CFRE
- The Search for Sneezers: Online Fundraising in Epidemic Proportions* – Philip King
- The Chaos Campaign* – Trish Mongeon
- Fresh Thinking in Corporate Fundraising* – Geoffrey Peters & Tony Elischer, FInstF (Cert)
- Getting Better Results From Your Sponsorship Program, Part A* – Bernie Colterman

Tuesday, November 25 - PM Sessions (1.5 hours)

- Philbrandthropy™ – It's Not a Disease, But It Is Contagious* – Richard Fisher
- Set Yourself Apart as a Major Gifts Officer* – L. Alayne Metrick
- Channel Choice and Integrated Marketing: A New Paradigm for Direct Response Fundraising* – Neil Galliaiford
- Let Data Rock Your World in Direct Response!* – Kamy Zarbafi
- With the World in Your iPhone* – Eli Singer
- Getting Better Results From Your Sponsorship Program, Part B* – Bernie Colterman

Wednesday, November 26 - AM Sessions (2.75 hours)

- One Size Fits No One: The Complexity of the Cost of Fundraising and Transparency Issue* – Ken Mayhew & Karen Alebon
- True Colors® and Building Volunteer* – Kate MacDonald & Christa Chadwick
- Taking a Strategic Approach Towards Revenue Generation* – Bernie Colterman
- Intermediate Giving Programs: Boosting Revenue From Valuable Donors* – Zak Bailey
- Once Upon a Time... (The Fine Art of Finding, Gathering and Telling Your Stories)* – Leah Eustace, CFRE
- Fundraising in the Age of Innovation* – Sharon Avery

RED TRACK**Monday, November 24 - AM Sessions (2 hours)**

- From Tension to Teamwork: Overcoming Daily Challenges to Achieve Long-term Vision* – Kay Sprinkel Grace
- Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers* – Janice Gow Pettey

Monday, November 24 - PM Sessions (1.5 hours)

- Take Back Your 9 to 5: Work/Life Balance Beyond the Development Office* – Rosetta Thurman
- Influencing Public Policy*– Beverley Hammond

Monday, November 24 - PM Sessions (1.5 hours)

- Good Strategic Planning = Good Fundraising Success: Fact or Fiction?*– Nicholas Offord
- Managing a Public Relations Crisis* – Bill Walker

Tuesday, November 25 - AM Sessions (3.5 hours)

- Creativity in Action 08* – Tony Elischer, FInstF (Cert)
- Creating an Effective Board of Directors That is Engaged in Development* – Gary Kelsey, Ph.D.

Tuesday, November 25 - PM Session (1.5 hours)

- Philanthropy Leadership* – Karen E. Osborne
- Boards of Non-Profit Organizations: What Fundraisers Need to Know* – Pat Bradshaw

Tuesday, November 25 - PM Sessions (1.5 hours)

- Naked and Buff: How Organizations Can Gain the Accountability Advantage* – Lyn McDonell, CAE, C.Dir.
- Canadian Business Contributions to Community: Implications for Business-Community Partnerships* – Jocelyne Daw & Dr. Michael Hall

Wednesday, November 26 - AM Sessions (2.75 hours)

- Believing in Your Strategy and Driving Action* – Tony Elischer, FInstF (Cert)
- Enabling Effective Execution* – Nowshad (Shad) Ali, CFRE, CPBA, CPVA, TriMetrix

FORUMS – Tuesday, November 24 (1.5 hours)

- FORUM #1: Closing the Leadership Gap in the Not-For-Profit Sector*
- FORUM #2: Demographics as Destiny: A Look Through the Hourglass*
- FORUM #3: Let's Start a Revolution!*

Total number of contact hours: _____

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