



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.

Activity Organizer: Association of Fundraising Professionals Greater Toronto Chapter

Title of Session: AFP Congress 2004 - Various Sessions

Date: November 30th – December 3rd, 2004

PRE CONGRESS

Tuesday, November 30 - AM Sessions (3 hours)

- Inspiring with Story* - Mark Jenkins
- Recruiting and Retaining Excellent Fundraising Staff* - Daryl Upsall

Tuesday, November 30 - AM Sessions (1.5 hours)

- Municipal Governments... Top of the Prospect List?* - Ron Fairchild, CFRE & Susan Egles, CFRE
- Playing it Smart - How Strategic Volunteer Management is Helping Nonprofits Triumph* – Karen Willson, CFRE
- Factors Influencing Charitable Giving* – Malcolm Burrows, CFRE
- Issues Management and Donor Relations - Lessons Learned by the AGO* – Susan Bloch-Nevitte & Shawn St. Michael
- “From Passion to Precision©” Building Enthusiastic, Knowledgeable and Satisfied Major Gift Donors* - Bill Petruck
- Canadian Issues in Philanthropy* – J.A. (Tony) Myers, LL.B., MA, CFRE
- Teaming with Volunteers to Deliver Taller Dollars* – Alayne Metrick, FAHP & John Tory, QC
- Risk Management - What is It and How does It Affect Us?*- Bob Aylward
- Outlook 2005 - Where Do We Go From Here?* – Patricia Croft
- Grassroots Thinking: Applying Movement-Building Strategies to Online Fundraising* – Phillip Smith & George Irish

Tuesday, November 30 - PM Sessions (1.5 hours)

- Standing Out in a Sea of Sameness* – Paula Roberts, MA & Sharon Jones, CFRE
- The Charitable Giving Market in Canada* – Glenys Babcock, Ph.D., M.Phil.
- Non-profit Financial Reporting* – David Robertson, CA
- Maximizing your Sponsorships* – Mary Ann Azzarello, MA
- Coaching Your Team to Success* – Chuck Reynolds
- Strategic Leadership: Who First, Then What...*- Marnie Spears

MASTER'S TRACK

Wednesday, December 1 - AM Sessions (3 hours)

- Part 1: Winning the Campaign Race & Part 2: Winning the Campaign Olympics*- Paula Curtis, CFRE
- Integrating Mission, Vision, and Values Into Your Development Marketing* – Kay Sprinkel Grace
- Create or Enhance Events that Stand Out from the Crowd* – Hala Bissada, CFRE
- Part 1: DM Metrics & Part 2: DM Myths* – Geoffrey Peters
- The Credibility Gap: Elevating Annual Giving Program Stature* – Michael Westfall
- Fundraising in a Multi-level Organization* – Nowshad Ali, CFRE, CPBA

Wednesday, December 1 - PM Sessions (1.5 hours)

- Philanthropic Trends* – Marnie Spears
- Triple “A” Boards: How to Develop and Sustain Them* - Kay Sprinkel Grace
- Strategic Planning for Development Programs* - Guy Laporte, CFRE
- Top 10 Hints for Effective Legacy Marketing* – Richard Radcliffe, FinstFCert.
- Universal Ethics* – Henry (Hank) Goldstein, CFRE
- Front Page News: Fundraising in a Crisis* – Ingrid Perry Peacock
- Dead Wood or Mighty Oak: Ten Ways to Transform Your Board* - Henry (Hank) Goldstein, CFRE
- Fundraisers Town Hall Meeting* – Zak Bailey et. al.
- Major Gift Fundraising - The Art and the Science* – Doug Flanders & Mapy Villaudy
- Case Statements: Tools for Inspiring* – Pamela Shanks, CFRE
- Pricing, Packaging and Selling Sponsorship in Culturally Sensitive Environments* – Judy Haber & Deborah Wilson
- Major Gift Fundraising for Small Shops* – Cathy Mann, CFRE & Pamela Miles

Thursday, December 2 - AM Sessions (3 hours)

- How Good Are Your Fundraising Programs?* – Ingrid van Rotterdam
- New Guidelines That Will Help Your Judgment of DM Creative* - Stephen Pidgeon
- Transitioning Direct Mail and Special Event Donors to Major Gifts* – Terry Axelrod
- Extreme Teams: Building Teams That Make a Difference* – Suzanne Gibson
- Love Thy Reader* – Tom Ahern, ABC
- New Trends in Planned Giving* – Fraser Green, CFRE & Michael Johnston

Thursday, December 2 - PM Sessions (1.5 hours)

- Building Profitable Relationships That Last* - Simone Joyaux, ACFRE
- Key Philanthropic Indicators and What To Do With Them* – Neil Galliaiford
- Capital Campaigns: Starting from Scratch* – Holly Benson et. al.
- Re-Discovering Fundraising!* – Stephen Lee
- Using the Telephone in the Fundraising Mix* - Daryl Upsall
- Future Dimensions of Quantitative Market Research* – Innes van Nostrand
- Involving Your Board Members in Fund Development* - Simone Joyaux, ACFRE
- Integrated Fundraising Planning* – Rosemary Oliver, CFRE
- Relationship Fundraising - Do Donors Really Want Relationships?* - Richard Radcliffe, FinstFCert.
- Improving Your Donor Newsletter* – Tom Ahern, ABC
- The Future of Face-to-Face Donor Recruitment in Canada* – Neil Galliaiford et. al.
- Transformational Triggers* – Gillian Morrison, MPA & Steve Hoscheit, CFRE

Friday, December 3 - AM Sessions (3 Hours)

- Creativity and Innovation in Fundraising* – Tony Elischer, FinstF.
- How to Grow an Existing Major Gifts Program* – Terry Axelrod
- Ten Keys to Success in Online Fundraising and Friendraising* – Michael Johnston
- Branded* – Stephen Lee
- Are You a Skilled Presenter?* – Irene Hogendoorn
- A Practical Guide to Effective DM Creative* – Geoffrey Peters

PH.D TRACK

Wednesday, December 1 - AM Sessions (3 hours)

- A New View of Supporters That Will Change Your Life Forever* – Stephen Pidgeon
- The Leadership Triangle* - Henry (Hank) Goldstein, CFRE

Wednesday, December 1 - PM Sessions (1.5 hours)

- Philanthrope: The Me in Philanthropy* - J.A. (Tony) Myers, LL.B., MA, CFRE
- Integrated Fundraising* – Daryl Upsall
- The Power from Within* - J.A. (Tony) Myers, LL.B., MA, CFRE
- "Permission to Start a Relationship, Sir!?" - Stephen Lee

Thursday, December 2 - AM Sessions (3 hours)

- What Do You Really Mean by Philanthropy? Challenging Assumptions and Defining Underpinnings* - Simone Joyaux, ACFRE
- Current Legal Issues in Fundraising* – Elena Hoffstein, LL.B., MA, Terrance Carter, LL.B. & Mark Wong, LL.B.

Thursday, December 2 - PM Sessions (1.5 hours)

- Styles of Generosity* – Dr. Paul Reed
- Strategy in Action* - Tony Elischer, FinstF. (Part 1)
- Strategy in Action* - Tony Elischer, FinstF. (Part 2)
- Staying Up When You Get Down: Keep Driving Towards the Light* – Kay Sprinkel Grace

Friday, December 3 - AM Sessions (3 hours)

- Where do Major Gifts Come From?* – Liza Jerome, CFRE & Bill Hallett, Ph.D., ACFRE
- Legacy Fundraising - Key Target Strategies and Messages* - Richard Radcliffe, FinstFCert.

SURVEY COURSE- CFRE REVIEW STREAM

Wednesday, December 1 - Friday, December 3

- The Survey Course is worth 1.4 CEUs.*

SURVEY COURSE - SYMPOSIUM

Wednesday, December 1 - Friday, December 3

- The Survey Course is worth 1.4 CEUs.*

FIRST COURSE

Wednesday, December 1 - Friday, December 3

- The First Course is worth 1.3 CEUs.*

Total number of contact hours: _____

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

Certified Fund Raising Executive (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.