



## 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:** Association of Fundraising Professionals (AFP) Greater Toronto Chapter  
**Title of Activity:** Congress 2015  
**Names of Presenter(s):** Various  
**Dates and Location:** November 23 – 25, 2015, Toronto, ON Canada

### **Date: Monday, November 23, 2015**

#### **Session 1: 11:00am – 12:30pm (1.5 pts)**

- G-01: CRA and Fundraising: Is There a Crackdown? – Mark Blumberg, LL.B., LL.M., TEP
- G-02: Reducing Fundraiser Frustration, Stress, Trauma and Burnout: Part I: Overview – Rebecca Davies, CFRE, William Sparks, MSW, RSW, CATSM
- G-03: Securing Foundations Grants - and Keeping Them Coming Back for More - Cynthia Foo, MA
- Y-01: Boards Can Fundraise! – Susan Doyle, MA, Joanne Sevigny
- Y-03: Creating an Unparalleled Donor Experience – Juniper Locilento, CFRE, Meaghan Stovel McKnight, MBA
- Y-04: Collaborative Fundraising: To Die For or Cry For - Part One – Sheryl Barlage, CFRE, Andrea McManus, CFRE
- Y-05: The Changing Face of Major Donors - And How We Need to Respond – Kay Sprinkel Grace, MA, CFRE
- Y-06: Giving at the End of a Life - Tribute and Legacy Gifts – Mark Phillips
- R-01: Recruiting and Retaining Top Talent for the Small Shop - Deborah Legrove, CFRE, Cheryl Roddick, CFRE
- R-02: Putting Your Innovation Purpose Into Practice – Jeff Cornett, Emma Lewzey, CFRE, Ken Mayhew, Caroline Riseboro, MPNL (Canadidate), Dan Pallotta

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#### **Session 2: 2:00 pm - 3:30 pm (1.5 pts)**

- G-04: Appeal Clinic - Creative Concepts and Messages That Are Worth Integrating – Stephen Pidgeon, FInstF
- G-05: Reducing Fundraiser Frustration, Stress, Trauma and Burnout: Part II: Small Group Experience - Rebecca Davies, CFRE, William Sparks, MSW, RSW, CATSM
- G-06: The Major Gifts Challenge: How to Start (or Grow) Your Major Gifts Program – Amy Eisenstein
- Y-07: Design, Segmentation, and Technology: Keys to Donation Page Conversion – Graham Covington, Elise Ledsinger
- Y-08: Give...Get...Gulp! Navigating Board and Staff Roles in Fundraising – Robert Ramin, MBA, Martha Schumacher, ACFRE, MInstF (AdvDip)
- Y-09: Donor Love: 5 Years of Making Donors Our Heroes! – Jen Love
- Y-10: Collaborative Fundraising: To Die For or Cry For - Part Two - Sheryl Barlage, CFRE, Andrea McManus, CFRE
- Y-11: Eight Steps to Multichannel Fundraising Campaign Success – Tammy Zonker, R. Trent Thompson

- Y-12: Small Shop SuperHeroes – Sarah Lyon, CFRE
- R-03: Decisions, Decisions, Decisions: How You – and Your Donors – Can Make Better Ones – Bill Bartolini, Ph.D., ACFRE
- R-04: Break the Rules: When Fundraising Best Practices Aren't, and What to Do Instead – Alice Ferris, MBA, ACFRE

**Date: Monday, November 23, 2015**

**Session 3: 4:00 pm - 5:00 pm (1.0 pts)**

- G-07: Good Cop. Bad Cop. We Know Where You Live! - Bryan Tenenhouse, Steve Thomas, CFRE
- G-08: Building Major Gifts Into Your Total Development Program - Kay Sprinkel Grace, MA, CFRE
- G-09: Raising Money Through Film: What Works, Where and How – Derek Humphries
- Y-13: Are You Getting the Most from Your Annual Campaign? – Brady Hambleton, Chris Thomas
- Y-14: The Changing Face of Philanthropy – Ken Mayhew, Kulvir Singh Gill
- Y-15: Trek, Bike or Climb: Take Your Fundraising to New Heights With an Inspirational Challenge Trip - Carly Neill, Shanan Spencer-Brown, CFRE, MSW
- Y-16: Monthly Donor Retention: Maximize Your ROI and Engagement – Simon Scriver, CFRE
- Y-17: Accountants Are From Mars, Fundraisers Are From Venus – Bill Kennedy, CPA, CA, Cathy Mann, MA, CFRE
- Y-18: Content, Content, Content – Gayle Goosen, MA
- R-05: Developing Your Teams Towards High Performance – Douglas Tanton
- R-06: Mapping Your Donor Journey for Future Success in Fundraising – Michael Johnston, Brian Walsh

**Date: Tuesday, November 24, 2015**

**Session 4: 9:00 am - 10:30 am (1.5 pts)**

- G-10: Asking With Confidence – Bill Bartolini, Ph.D., ACFRE
- G-11: The Five Essentials for a Robust Fundraising Program – Kimberley MacKenzie, CFRE
- G-12: Cheap, Fast and Good Marketing Tools for Small Shops - Alice Ferris, MBA, ACFRE
- Y-19: Taking Control of Your Organization's Brand – Bernie Colterman
- Y-20: Risky Business - How to Identify, Manage and Minimize Relevant Risks in the Non-Profit Industry – Derek Rodrigues, Dennis Tao
- Y-21: Where is Fundraising Going? Cause Campaigns for Today and Tomorrow – Mark Hierlihy
- Y-22: Camera, Lights, Income! Create a Script/Storyboard for Your Cause - Derek Humphries
- Y-23: Turning Legacy Giving Upside Down – Gary MacDonald
- Y-24: You Can Raise Major Gifts! Research Proven Methods and Results – Amy Eisenstein
- R-07: Stop the Race to the Bottom – Bruce MacDonald
- R-08: Diversity Is Diverse – Tara George, MBA, Nicole Nakoneshny

**Date: Tuesday, November 24, 2015**

**Session 5: 11:00 am - 12:00 pm (1.0 pts)**

- G-13: Telling the Untold Story of Unrestricted Impact – Lynne Wester
- G-14: Fundraising Nudges - Making The Most Of Your Donors – Simon Scriver, CFRE
- G-15: Top Receipting Mistakes for Canadian Registered Charities – Mark Blumberg, LL.B., LL.M., TEP
- Y-25: Driving Success with Young Patrons: Creating and Evaluating Membership Program Benefits – Jessica Hall-Cummings, Mimoso Kabir
- Y-26: Your Organization's Story Telling – The Foundation to Fundraising Success – Douglas Tanton
- Y-27: Using Micro-Campaigns to Galvanize Support – Shoni Field
- Y-28: Retention Focused Acquisition – Mikhael Bornstein, CFRE
- Y-30: Franz Kafka and Online Fundraising Metrics – Graham Covington
- R-09: Increasing Board Engagement: Is it Purpose or Performance We Need to Address? - Kay Sprinkel Grace, MA,

## CFRE

- R-10: Creating the One-Generation Workplace – Denny Young, MA, CFRE

### **Date: Tuesday, November 24, 2015**

#### **Session 6: 2:00 pm - 3:30 pm (1.5 pts)**

- G-16: What is Sponsorship Really, and Are You Ready? - Denny Young, MA, CFRE
- G-17: Social Fundraising: The Latest Tips, Tools and Tactics in Crowdfunding and Peer-to-Peer Fundraising – Brady Josephson
- G-18: Direct Mail Isn't Dead — It's Our Very Own Zombie – Steve Thomas, CFRE
- Y-31: Engaging the Next Generation of Philanthropists and Volunteers - Jennifer Jones, LLB, O.M., Mary Beth Taylor, CFRE, Jade Harper
- Y-32: Crafting a Case for Support That Will Inspire – Susan Doyle, MA, Mary McPherson, CFRE
- Y-33: Examining Donor Behavior to Enhance Donor Retention – Lynne Wester
- Y-34: Why Mobile Matters Now and What You Need Do About It - Katy McIntyre, Erik Rubadeau
- Y-35: The Changing Nature of Philanthropy – Marnie Spears, C.Dir
- Y-36: Insight: The Secret to Writing Great Briefs and Developing Fantastic Creative Ideas – Mark Phillips
- R-11: Making Data Sexy – How Insights is driving great fundraising – Brady Hambleton, Maeve Strathy
- R-12: Dealing with Board Bullies: When Values Collide – Scott Fortnum, MA, CFRE

### **Date: Tuesday, November 24, 2015**

#### **Session 7: 4:00 pm - 5:00 pm (1.0 pts)**

- G-19: Give to the Max: Engaging Youth in Philanthropy - Tammy Zonker, R. Trent Thompson
- G-20: The Party's Over: How to Conduct a Special Event Audit - Alice Ferris, MBA, ACFRE
- G-21: Copy Clinic - Being More Creative in Your Detailed Communications With Supporters - Stephen Pidgeon, FInstF
- Y-37: Building cusointernational.org: A Story of a Website Transformed - Laurie Buske, Simren Deogun
- Y-38: What is the Secret Sauce That Drives Product Innovation? – Deana Shaw
- Y-39: Death Is Not a Reason to Stop Giving - Lynne Boardman, Harvey McKinnon
- Y-40: Selling Your Vision to Leadership for an Investment in Fundraising Technology – Chris Geady, bCRE, Danielle Johnson, CFRE
- Y-41: Digital Giving 201 – Paul Nazareth
- Y-42: Navigating Donor Data Ecosystems - Julio Tavares
- R-13: Navigating the Transition from Fundraiser to Leader! – Diane Lloyd, CFRE
- R-14: What's Wrong With Fundraising? – Mark Phillips

### **Date: Wednesday, November 25, 2015**

#### **Session 8: 10:30 am - 12:00 pm (1.5 pts)**

- G-22: What to Do When You Don't Know What to Do - The Top 10 Ethics Resources You Need in Your Organization Now – Valerie Campbell, Paula Curtis, CFRE
- G-23: Navigating CASL - A Fundraiser's Guide – Karen Durell, Dr., Natasha Smith, JD, Andrew Valentine, LL.B.
- G-24: Everything You Heard About DRTV is Wrong – Start Small, Spend Little, Learn Lots - Derek Humphries
- Y-43: Thanks A Million: How to Boost Donor Loyalty and Revenue With Simple Stewardship Strategies – David Kravinchuk
- Y-44: How To Love Your Donors to Death - Stephen Pidgeon, FInstF
- Y-45: Metrics That Matter: KPIs Every Fundraiser Should Use to Evaluate Their Digital Program – Holly Wagg, CFRE
- Y-46: Adapting to the Evolving Sponsorship Environment - Bernie Colterman

- Y-47: Keep Your Donors Forever – Harvey McKinnon, Rosemary Oliver, CFRE
- Y-48: Increasing Your Leadership Influence / 5 Healthy Habits of Great Leaders – Gary MacDonald
- R-15: Great Expectations – Karen Willson, CFRE
- R-16: Debunking Charity Overhead Rates – Caroline Riseboro, MPNL (Canadidate)

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