

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:
Title of Activity:
Names of Presenter(s):
Dates and Location:

Fundraising Institute Australia
FIA Conference 2020
Various
February 26 – 28, 2020 – South Bank, Australia

Date: Wednesday Feb 26, 2020

Masterclass: 9:00 am – 2:45 pm (5 pts)

- ☐ The Use & Misuse of Emotion
- ☐ Gifts in Wills
- ☐ Regular Giving
- ☐ Story-Telling
- ☐ Transformational Event & Community Fundraising
- ☐ Data For Fundraising
- ☐ Amplifying Your Major Gift Program
- ☐ Fundraising Ethics

Date: Wednesday Feb 26, 2020

Plenary: 3:30 pm – 5:00 pm (1.5 pts)

- ☐ Annabelle Chauncy
- ☐ Esther Kwaku

Date: Thursday, February 27, 2020

Session 1: 8:00 am – 9:00 am (1 pt)

- ☐ Evolve Or Die! An Overview Of The Why, What And How Of Innovation Within Fundraising
- ☐ Young, Talented And Transformational
- ☐ Successful Growth – A Unique Story Of Going From Good To Great
- ☐ How You Can Create A More Philanthropic Culture
- ☐ Are You Ready For A Corporate Partnership?
- ☐ Effective, Respectful Bequest Promotion Amid Concerns About Abuse Of Elderly People
- ☐ How To... Develop And Refresh Your Regular Giving Program

Date: Thursday, February 27, 2020

Session 2: 9:10 am – 10:10 am (1 pt)

- ☐ Fundraising Career Journeys – Choosing The Right Path
- ☐ How To Ensure Your Organisation Is Ready For Innovation

- ☐ The Psychology Of A Three-Headed Fundraising Monster: Why Donors Give, Why Fundraisers Ask And Why Organisations Can Make It Or Break It.
- ☐ Direct Marketing, Major Gifts & Gifts In Wills – Why Can't We Get Along And Forget The Silos?
- ☐ Starting From Nothing And Making The "Bloody Long Walk" A National Success
- ☐ Truly Putting The Focus On Your Donor In An All New Way
- ☐ How To... Keep your regular giving suppliers regular

Date: Thursday, February 27, 2020

Session 3: 10:50 am – 11:50 am (1 pt)

- ☐ Authentic Conversations For Uncovering A Better You And A Better Fundraiser
- ☐ How An Iconic Australian Charity Adopted A New Fundraising Approach
- ☐ How To Make Sure Your Phone Calls Are Supporting Your Individual Giving Program
- ☐ Learn From Your Peers. How We Did It: Middle Donor Showcase
- ☐ Case Study: "Hair With Heart" – A Best Practice Community Fundraiser
- ☐ A New Narrative For Better Presenting Our Profession
- ☐ How To... Measure And Manipulate Data For Campaign Success.

Date: Thursday, February 27, 2020

Session 4: 12:00 pm – 1:00 pm (1 pt)

- ☐ Coaching Your Fundraising Team To Excellence
- ☐ If Two Heads Are Better Than One... Imagine What 15,000 Can Do
- ☐ Innovation Within Face-To-Face Regular Giving

Courses Marked **NFR** (Non Fundraising Related) may be counted towards the 10 point maximum of NFR Courses on the initial CFRE application and the 5 point maximum on the re-certification application.

- ☐ Learn From Your Peers. How We Did It: Major Gifts Showcase
- ☐ The Lowdown On Gamification That Works – From People Who Know From Their Experience
- ☐ Where To Next? Join The Conversation On How The FIA Should Develop A Strategic Approach To Inclusion And Diversity.
- ☐ How To... Build Donor-Centric Communications With A Great Supporter Survey

Date: Thursday, February 27, 2020

Plenary: 2:10 pm – 3:10 pm (1 pt)

- ☐ The Future Of Fundraising. What Fundraising Has To Do If It's To Recover The Fractured Love And Trust Of Donors

Date: Thursday, February 27, 2020

Session 5: 4:00 pm – 5:00 pm (1 pt)

- ☐ Thrive Or Survive
- ☐ Calling All "Intrapreneurs" – I.E. Employees Who Can Be Innovative
- ☐ Examining The Building Blocks For A New Individual Giving Program
- ☐ How To Handle The Toughest Major Donor Conversations And Achieve The Results You Want
- ☐ Opening The Lid On Success Stories Such As "The May 50K" Campaign And Raising \$2.1 Million Dollars In A First-Year Campaign
- ☐ Confessions Of An FIA Code Breaker
- ☐ How To... Build A Gifts In Wills Program

Date: Friday, February 28, 2020

Session 1: 8:30 am – 9:25 am (1 pt)

- ☐ Myth Smashers

Date: Friday, February 28, 2020

Session 2: 9:25 am – 10:25 am (1 pt)

- ☐ Horse Whispering: The Gentle Art Of Persuasive Presentations
- ☐ Putting Yourself Out There With More Innovative Technology
- ☐ Measuring, Monitoring And Reporting On Your Gifts In Wills Program
- ☐ The Rewards Of Reaching Every Group And Sector In Our Very Diverse Society
- ☐ Digital Friend Buying Power: When Donorcentrism Becomes Donor Dominance
- ☐ How To Provide A Brilliant Donor Experience

Date: Friday, February 28, 2020

Session 3: 11:00 am – 12:00 pm (1 pt)

- ☐ How To Work More Effectively With Your Board

- ☐ A Conversation Starts With A Ripple
- ☐ No Face-To-Face Program? No Worries. How To Tackle Big, Social Problems And Recruit Thousands Of Regular Givers At The Same Time
- ☐ Measure, Analyse, Report ... Repeat
- ☐ Two Decades Of Trust - Oxfam And Deloitte –Partnership Secrets Revealed
- ☐ Experiencing Tough Data Regulations In The UK – Implications For Australian Fundraisers
- ☐ How To... Learn From Recent Direct Mail Success Stories

Date: Friday, February 28, 2020

Session 4: 12:10 pm – 1:10 pm (1 pt)

- ☐ The Fundraising Skills You Need For Success
- ☐ Human-Centred Design: A New Approach To Better Creativity And Donor Engagement
- ☐ Latest Lessons From Canada For Better Fundraising Results
- ☐ Maximising The Donor Experience
- ☐ The Start Of Something Great: How You Can Achieve Long-Term Wins From Your Community Fundraising
- ☐ Measuring Fundraising Effectiveness
- ☐ How To...Maximise The Impact Of Digital On Your Fundraising Program

Date: Friday, February 28, 2020

Session 5: 2:20 pm – 3:20 pm (1 pt)

- ☐ Mental wellbeing in the fundraising space
- ☐ Closer to the heart: what fundraisers can learn from the storytelling masters
- ☐ So much more to gain by integrating your silos – there's work involved but it's worth it
- ☐ Communications: beyond clever words – using evidence to convince your donors
- ☐ The art & science of exceptional event fundraising: five key lessons from around the world
- ☐ The psychology of giving: why values matter
- ☐ How to... learn from some epic fundraising failures

Date: Friday, February 28, 2020

Plenary: 3:30 pm – 4:30 pm (1 pt)

- ☐ I Wish I Thought of That

Total number of points attained:

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Find more **CFRE approved** continuing education opportunities on **My Education Finder**:
<http://www.cfre.org/continuing-education/my-education-finder/>