



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: - Greater Public
Title of Activity: - Public Media Development and Marketing Conference
Names of Presenter(s): - Various
Dates and Location: - July 19-21, 2022, Chicago, IL

Date: Tuesday, July 19, 2022

Session 1: 1:30 [pm] – 2:45 [pm] (1.25 pts)

- [Vehicle Donations]
- [Corporate Support: Underwriting Basics]
- [University Licensees: Sales, Mergers, & Acquisitions]

Date: Tuesday, July 19, 2022

Session 2: 3:15 [pm] – 4:30 [pm] (1.25 pts)

- [University Licensees: Development & Administration]
- [Planned Giving]
- [Social Media Marketing]

Date: Wednesday, July 20, 2022

Session 1: 10:45 [am] – 12:00 [pm] (1.25 pts)

- [AIM To Bring Your Sponsors to Every Screen]
- [Changing Channels: Television Audience Trends and How to Futureproof Your Fundraising]
- [Leading With Vision: Chicago Public Media]
- [Philanthropy Sounds Like Someone Else: A Portrait of High Net Worth Donors of Color]
- [Sponsored Content as Storytelling]
- [STAR (Start Talking About Race): How to Create a Workplace Where Everyone Thrives]

[Taking Your Newsletters to the Next Level in 2]

[The Quest for New Donors, Part 1: The Engaging Landscape of On-Air Drives]

Date: Wednesday, July 20, 2022

Session 2: 2:00 [pm] – 3:00 [pm] (1 pt)

- [Building Your Structure for Giving: Creating a Donor Journey for Public Media]
- [Engaging and Retaining Employees in Times of Change]
- [How America's "Giving Economy" is Changing and What it Means to Stations]
- [Journalism Funding Through Partnerships]
- [PBS's Circles of Transparency, Transformation, and Trust]
- [Selecting Inclusive Images: A Hands-On Workshop for Marketers]
- [Sustainable Revenue for Corporate Support and Membership through Community Engagement]

Date: Wednesday, July 20, 2022

Session 3: 3:30 [pm] – 4:30 [pm] (1 pt)

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.

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

- [Asset Framing: How to Connect Positive Changes in Content to the Case for Support]
- [Be The Change for Corporate Sponsorship]
- [Beyond Land Acknowledgements: Initiating a Path Forward With Indigenous Communities]
- [Building a Planned Giving Program from Scratch]
- [Moving Events from Tactic to Strategy]
- [Navigating Podcast Platforms to Discover New Audiences]
- [New Platforms & New Audiences: Engaging Gen Z for Long-Term Sustainability]

Date: Thursday, July 21, 2022

Keynote: 9:00 [am] – 10:15 [am] (1.25 pts)

- [Preventing Burnout in the New Future of Work]

Date: Thursday, July 21, 2022

Session 1: 10:45 [am] – 12:00 [pm] (1.25 pts)

- [Democratizing Knowledge: Training, Mentoring & Sharing for the Next Generation]
- [How To Sell It Like A Mango: 5 Ways Top Sellers & Marketers Differentiate Themselves]
- [Mid-Level Giving or Enhanced Membership?]
- [Money, Mindset & Mission: Seeing Budgets As Value Documents]
- [Sustainers for Life: Engaging Your Most Loyal Donors]
- [Understanding New Audiences & Building a Research Plan]
- [WBEZ's News and Development: Working Together to Raise Transformational Gifts]

Date: Thursday, July 21, 2022

Session 2: 2:00 [pm] – 3:00 [pm] (1 pt)

- [FCC Guidelines Workshop: Managing Sponsor Messaging]
- [Leveraging E-Communications to Grow Corporate Revenue]
- [PBS Fundraising: A Tale of Two Strategies]
- [Ready, Set, Plan! Strategic Planning for Teams of All Sizes]
- [The NPR Network Brand: Uniting Us All to Grow Audiences and Revenues]
- [Uncovering Planned Giving Prospects Through Surveys]
- [Web Conversion: Re-evaluating Your Online Donation Form]

Date: Thursday, July 21, 2022

Session 3: 3:30 [pm] – 4:30 [pm] (1 pt)

- [Global Insights from the Google News Initiative]
- [Innovative Fundraising Strategies for Any Sized Program]
- [Leveraging Data and Evaluation in Institutional Fundraising: The Case for Family Math]
- [Mission Makes a Difference: Harnessing the Power of Trust for Public Media Sponsors]
- [The Quest for New Donors, Part 2: Beyond On-Air Drives]
- [Video Didn't Kill The Radio Star: The Next Generation of Marketing and Fundraising]

Total number of points attained: _____

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