



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: - 11-13 July 2023 – Atlanta, GA USA

Date: 11 July, 2023

Session 1: 1:00pm – 2:15pm (1.25 pts)

- Long-term Revenue with Planned Giving
- Corporate Support Basics
- Social Media for Your Mission
- Here to Stay: Sustainable & Transformative DEIAB

Date: 11 July, 2023

Session 2: 2:45pm – 4:00pm (1.25 pts)

- Community Engagement Through Events
- Thriving During Staff Disruptions
- Capital Campaign Clinic

Date: 12 July, 2023

Session 3: 9:00am – 10:15am (1.25 pts)

- A Legacy of Social Justice

Date: 12 July, 2023

Session 4: 10:45am – 12:15pm (1.5 pts)

- How to Make a Winning Presentation
- Public Media Needs a Facelift
- Play the Sustainer Match Game!
- Let's Talk Grants!
- Testing, Testing: Innovative Digital Fundraising with A/B Testing Insights
- AI & Nonprofit Pros
- Building Ties & Raising Funds

Date: 12 July, 2023

Session 5: 2:00pm – 3:00pm (1 pt)

- Unmasking Ego: The Solution to Overcoming our Collective Cultural Challenges
- Sponsorship Allies: Attracting BIPOC Sponsors
- Crafting Memorable Fundraising Spots
- Boost Your Reach: Building Audience with Paid Marketing
- Planned Giving Advice from the Experts

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/>

Date: 12 July, 2023

Session 6: 3:30pm – 4:30pm (1 pt)

- Beyond Nielsen and Google Analytics: How to Better Understand Your Audience
- Digital Sponsorship: A Station-Wide Effort
- CPB and The National Science Foundation: Finding Federal Grants for Public Media
- Adapting Fundraising Efforts Amid a Crisis
- Succession Planning: Nurturing Talent & Promoting from Within
- Data, Technology, & Relationships

Date: 13 July, 2023

Session 7: 9:00am – 10:15am (1.25 pts)

- How to Become Relentless with Charles Clark

Date: 13 July, 2023

Session 8: 10:45am – 12:00pm (1.25 pts)

- Tapping into Podcast Ad Revenue
- Acquiring New Members, Part 1
- Serving Diverse Audience & Deepening Engagement with New Content Initiatives
- Creating Successful Fundraising and Underwriting Campaigns in Streaming Universe
- Navigating DEI Backlash
- Early Learnings from Two Fundraising Initiatives

Date: 13 July, 2023

Session 9: 2:00pm – 3:00pm (1 pt)

- Are You Major Gifts Ready?
- Acquiring New Members, Part 2
- Tapping into Technology to Design Accessible & Inclusive Digital Content
- It's all the Buzz! 5 Ways Corporate Support Can Use ChatGPT AI
- Reflecting on Public Media Giving Days
- Strengthening PBS Engagement to Build Fundraising

Date: 13 July, 2023

Session 10: 3:30pm – 4:30pm (1 pt)

- Best New Corporate Support Ideas 2023
- Budget Philosophy: Approaches to Forecasting Revenue in a Changing World
- From Hire to Inspire: Future-Proofing Our Growing Gen Z Workforce
- Unlocking Planned Giving Success with Limited Staff
- Unleashing the Power of Social Media

Total number of points attained: _____

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