



CERTIFIED FUND RAISING EXECUTIVE

Approved Provider for
Continuing Education



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: - 7-9 July, 2025 – Philadelphia, PA USA

Date: 7 July, 2025

Session 1: 2:00pm – 3:15pm (1.25 pts)

- ☐ - Driving Membership Engagement with Direct Mail
- ☐ - Open Forum for University Licensees: Facing the Future and Sharing Ideas
- ☐ - Smarter Marketing with Limited Resources

Date: 7 July, 2025

Session 2: 3:45pm – 5:00pm (1.25 pts)

- ☐ - Beyond the Tote: Creative Fundraising Strategies
- ☐ - **(NFR)** New to PMDMC? Start Here!
- ☐ - Sponsorship Roundtable: Discussing On-Air and Online Revenue

Date: 8 July, 2025

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

- ☐ - Opening Keynote

Date: 8 July, 2025

Session 4: 10:45am – 12:00pm (1.25 pts)

- ☐ - From Airwaves to Algorithms: Growing Your Digital and Digital-First Donor Base
- ☐ - Innovative and Inspired Corporate Support Campaigns & Events
- ☐ - Inside the Influencer Mindset: Smarter Strategy from Someone Who's Been There
- ☐ - Practical Thinking for Anxious Times

- ☐ - What's Working Now? How Nonprofits Are Fundraising Amid Uncertainty

Date: 8 July, 2025

Session 5: 2:15pm – 3:30pm (1.25 pts)

- ☐ - Account Retention: Reduce Attrition and Raise Revenue
- ☐ - Copycats and Repeats: Tested Blueprints for Engaging and Efficient In-Person Experiences
- ☐ - Legacy Challenges: Leveraging Resources for Planned Giving Success
- ☐ - Rallying Support: Mobilizing Listeners and Dollars in Response to Federal Funding Threats
- ☐ - Smart, Creative, Effective: On-Air Drives that Deliver Results in both TV and Radio

Date: 8 July, 2025

Session 6: 4:00pm – 5:15pm (1.25 pts)

- ☐ - Back to Basics: Creating and Executing an Integrated, Multichannel Fundraising Plan
- ☐ - Beyond the Board Meeting: Building a Fundraising Board that Engages, Represents and Drives Revenue
- ☐ - Powered by People: The Real Engine Behind Digital Transformation

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.

- ☐ - Reel Them In: Vertical Video's Role in Engaging Younger, Diverse Audiences
- ☐ - Straight Talk: PBS Underwriting and Membership on National Digital Platforms

- ☐ - Your Data is MONEY: Using Your Audience Data to Increase Revenue

Date: 9 July, 2025

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

- ☐ - Uncomfortable Truths, Necessary Change: Rethinking the Future of Public Media, presented by CDP

Date: 9 July, 2025

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

- ☐ - Curiosity in Action: A Framework for Inclusive Thinking
- ☐ - Elevating the Experience: Unlocking Growth and Engagement with Passport
- ☐ - The Art of the Woo: Using Strategic Persuasion to Sell Your Ideas
- ☐ - The Power of the Middle: Building a Robust Donor Pipeline Through Mid-Level Giving
- ☐ - What Audiences Really Want: Key Findings from the RUN Study

Date: 9 July, 2025

Session 9: 2:00pm – 3:00pm (1 pt)

- ☐ - Beyond the Logo: Building Brands that Resonate
- ☐ - Nielsen Local TV Audience Dashboard: Using Data to Tell Your Story
- ☐ - Rethinking Your Grants Strategy: Collaboration as a Model for Success
- ☐ - The FCC and Underwriting: A Compliance Workshop
- ☐ - Transforming Public Media Fundraising with AI and Machine Learning

Date: 9 July, 2025

Session 10: 3:00pm – 4:00pm (1 pt)

- ☐ - Grow Your Gifts: Partnering with Community Foundations for Major, Planned, and Non-Cash Gifts
- ☐ - Own Your Culture: Creating and Operationalizing Your Culture Survey
- ☐ - Unlocking Generosity: Mastering the Art of Securing Larger Donor Gifts

Total number of points attained: _____