



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: - Xlerate, an initiative of Chris Carter Marketing
Title of Activity: - Xlerate Day
Names of Presenter(s): - [As below]
Dates and Location: - September 28, 2017 – Vancouver, BC, Canada

Date: Sept 28, 2017

Session 1: 10:30 am – 11:15 am (1.0 pts)

- I'd Like to Teach the World to Click: the Resurgence of Values-Based Marketing (Presenter: Chris Carter)
- Kick-Ass Campaign with Greater Impact? Combining Advocacy with Fundraising (Presenters: Amara Possian, Ryan Miller)
- Data for the Greater Good: Creating a Single View of Your Donors (Presenter: Allen Davidov)
- Pearls of Wisdom: Top 10 Insights from Nonprofit Clients (Presenter: Lynn Boardman)

Date: Sept 28, 2017

Session 1: 11:30 am – 12:15 am (1.0 pts)

- Marketing Automation: The Rumours Are True! (Presenter: Lindsay Twombly)
- Pulling Back the Curtain: A Panel Discussion on how digital campaigning organizations integrate fundraising with advocacy (Amara Possian, Steve Anderson)
- Text Messaging to Achieve Your campaign and Fundraising Goals (Presenters: Leah Bae, Matt Barr)
- Maximize Facebook Advertising on a Nonprofit Budget (Presenters: Shoni Fields, Charly Jarrett)

Date: Sept 28, 2017

Session 1: 1:15 pm – 2:30 pm (1.0 pts)

- Can of Worms: The Realities of Stakeholder Engagement (Lisa Hoglund, Aleece Laird)
- Are You Listening? How social listening tools are being used to change minds and win campaigns (Presenters: Zach Zimmer, Cassandra Koenen)
- The Secret to Integrated Marketing: Data (Presenters: Chris Carter, Tino Zhang)
- Connecting for Action: a Direct Mail Neuromarketing Case Study (Presenters: Karen Gasper, Art Graddon)

Date: Sept 28, 2017

Session 1: 2:45 pm – 3:30 pm (1.0 pts)

- The Evolution of Direct Response on the Branded Digital Age (Presenters: David Foy, Farrah Rooney)
- The Top 10 Strategies for a Successful Monthly Giving Program (Presenters: Jas Jhooty, Maeve Strathy)
- Big Winners from 2016 (and How You Can Win This Year) (Presenter: Maureen McGregor)
- An Audience of One: Developing Integrated Mobile Fundraising Strategy for a Personal Device World (Presenter: Eric Rubadeau)

Total number of points attained

: _____

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.