



## CONTINUING EDUCATION POINTS TRACKER Annual Giving Network (AGN) Online Webinars, 2021

*CFRE International has developed this form as a way for you to quickly track the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended; at the end, add the total number of hours. Keep this sheet and you will be ready to complete your application form.*

*All the webinars listed (both the live event and on-demand recording) are eligible for **1.25 continuing education points** on your CFRE application for initial certification and/or recertification, unless otherwise noted. AGN webinars not listed here may not be eligible for points.*

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### Webinar Date: January 7, 2021

- Developing Consecutive Giving Societies

### Webinar Date: January 14, 2021

- Meeting Virtually with Prospects & Donors

### Webinar Date: January 19, 2021

- Fundamentals of Planned Giving

### Webinar Date: February 4, 2021

- Strengthening Annual Giving in Comprehensive Campaigns

### Webinar Date: February 11, 2021

- Cultivating Support for Scholarships & Financial Aid

### Webinar Date: February 23, 2021

- Optimizing Giving Websites & Donation Forms

### Webinar Date: March 4, 2021

- Conducting A/B Tests

### Webinar Date: March 18, 2021

- Writing Effective Annual Fund Appeals

### Webinar Date: March 25, 2021

- Leveraging Athletics to Engage Alumni & Donors

### Webinar Date: April 1, 2021

- Evaluating Your Phonathon Program

### Webinar Date: April 6, 2021

- Fundamentals of Campaign Planning

### Webinar Date: April 22, 2021

- Gamifying Fundraising Initiatives

### Webinar Date: April 29, 2021

- Crafting Gift Proposals

### Webinar Date: May 13, 2021

- Mining Social Media Data for Fundraising

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# CONTINUING EDUCATION POINTS TRACKER

## Annual Giving Network (AGN)

### Online Webinars, 2021

#### **Webinar Date: May 18, 2021**

- Stewarding Scholarship Donors

#### **Webinar Date: May 25, 2021**

- Reactivating Lapsed Donors

#### **Webinar Date: June 3, 2021**

- Increasing Young Alumni Engagement & Giving

#### **Webinar Date: June 17, 2021**

- Optimizing Ask Amounts

#### **Webinar Date: June 24, 2021**

- Incorporating Video Into Your Fundraising Efforts

#### **Webinar Date: July 8, 2021**

- Evaluating Year-End Annual Fund Results

#### **Webinar Date: July 22, 2021**

- Incorporating Incentives into Fundraising Appeals

#### **Webinar Date: July 29, 2021**

- Leveraging Donor-Advised Funds

#### **Webinar Date: August 3, 2021**

- Balancing Virtual and In-Person Meetings

#### **Webinar Date: August 12, 2021**

- Fundamentals of Direct Mail Fundraising

#### **Webinar Date: August 26, 2021**

- Engaging Faculty in Donor Cultivation, Solicitation & Stewardship

#### **Webinar Date: September 9, 2021**

- Increasing Alumni Participation Rates

#### **Webinar Date: September 16, 2021**

- Producing Effective Gift Acknowledgments

#### **Webinar Date: September 30, 2021**

- Producing Hybrid Events for Alumni & Donors

#### **Webinar Date: October 14, 2021**

- Developing an Integrated Appeal Calendar

#### **Webinar Date: October 19, 2021**

- Texting to Engage Alumni and Donors

#### **Webinar Date: October 28, 2021**

- Upgrading Donors to Higher Giving Levels

**Total number of points attained:\_\_\_\_\_**

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## CONTINUING EDUCATION POINTS TRACKER

### Annual Giving Network (AGN) Workshops, 2021

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#### ***Maximizing Direct Mail Fundraising***

**January 27-28, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

- |   |  |
|---|--|
| <input type="checkbox"/> Segmenting Your Audience                               | <input type="checkbox"/> Scheduling & Producing Direct Mail Campaigns                  |
| <input type="checkbox"/> Segmenting Your Audience – Breakout Group              | <input type="checkbox"/> Scheduling & Producing Direct Mail Campaigns – Breakout Group |
| <input type="checkbox"/> Designing & Writing Effective Appeals                  | <input type="checkbox"/> Bringing It All Together                                      |
| <input type="checkbox"/> Designing & Writing Effective Appeals – Breakout Group | <input type="checkbox"/> Bringing It All Together – Breakout Group                     |

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#### ***Increasing Support from Parents***

**February 24-25, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

- |   |  |
|---|--|
| <input type="checkbox"/> Identifying Parent Prospects                           | <input type="checkbox"/> Soliciting Parents for Support                              |
| <input type="checkbox"/> Identifying Parent Prospects – Breakout Group          | <input type="checkbox"/> Soliciting Parents for Support – Breakout Group             |
| <input type="checkbox"/> Engaging & Cultivating Parent Leaders                  | <input type="checkbox"/> Stewarding Parent Donors in the New Normal                  |
| <input type="checkbox"/> Engaging & Cultivating Parent Leaders – Breakout Group | <input type="checkbox"/> Stewarding Parent Donors in the New Normal – Breakout Group |

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## CONTINUING EDUCATION POINTS TRACKER Annual Giving Network (AGN) Workshops, 2021

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### ***Improving Alumni Participation Rates***

**March 10-11, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

- Creating a Roadmap to Higher Participation Rates
- Creating a Roadmap to Higher Participation Rates – Breakout Group
- Acquiring New Donors
- Acquiring New Donors – Breakout Group
- Retaining and Reactivating Donors
- Retaining and Reactivating Donors – Breakout Group
- Leveraging Special Campaigns & Challenges to Boost Participation
- Leveraging Special Campaigns & Challenges to Boost Participation – Breakout Group

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### ***Developing an Annual Fund Plan***

**May 5-6, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

- Setting Goals
- Setting Goals – Breakout Group
- Understanding & Segmenting Your Prospect Population
- Understanding & Segmenting Your Prospect Population – Breakout Group
- Developing an Integrated Schedule
- Developing an Integrated Schedule – Breakout Group
- Implementing Your Plan
- Implementing Your Plan – Breakout Group

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## CONTINUING EDUCATION POINTS TRACKER Annual Giving Network (AGN) Workshops, 2021

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### **Maximizing Annual Fund Leadership Gifts**

**June 9-10, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

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|---|---|
| <input type="checkbox"/> Identifying & Managing Prospects                       | <input type="checkbox"/> Meeting with Prospects                             |
| <input type="checkbox"/> Identifying & Managing Prospects – Breakout Group      | <input type="checkbox"/> Meeting with Prospects – Breakout Group            |
| <input type="checkbox"/> Producing Personalized Direct Appeals                  | <input type="checkbox"/> Stewarding Leadership Gift Donors                  |
| <input type="checkbox"/> Producing Personalized Direct Appeals – Breakout Group | <input type="checkbox"/> Stewarding Leadership Gift Donors – Breakout Group |

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### **Enhancing Reunion Gift Programs**

**July 14-15, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

- |   |   |
|---|---|
| <input type="checkbox"/> Developing a Plan                                    | <input type="checkbox"/> Soliciting Reunion Gifts                                   |
| <input type="checkbox"/> Developing a Plan – Breakout Group                   | <input type="checkbox"/> Soliciting Reunion Gifts – Breakout Group                  |
| <input type="checkbox"/> Recruiting and Supporting Volunteers                 | <input type="checkbox"/> Stewarding & Retaining Reunion Gift Donors                 |
| <input type="checkbox"/> Recruiting and Supporting Volunteers– Breakout Group | <input type="checkbox"/> Stewarding & Retaining Reunion Gift Donors– Breakout Group |

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## CONTINUING EDUCATION POINTS TRACKER Annual Giving Network (AGN) Workshops, 2021

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### ***Reinvigorating Your Phonathon***

**August 18-19, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

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|--|--|
| <input type="checkbox"/> Rethinking Expectations and ROI                                   | <input type="checkbox"/> Incorporating New Tools and Technologies                  |
| <input type="checkbox"/> Rethinking Expectations and ROI – Breakout Group                  | <input type="checkbox"/> Incorporating New Tools and Technologies – Breakout Group |
| <input type="checkbox"/> Evaluating Organizational Structures and Staffing                 | <input type="checkbox"/> Optimizing Student Caller Performance                     |
| <input type="checkbox"/> Evaluating Organizational Structures and Staffing– Breakout Group | <input type="checkbox"/> Optimizing Student Caller Performance– Breakout Group     |

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### ***Writing Compelling Appeals***

**September 22-23, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

- |  |  |
|--|--|
| <input type="checkbox"/> Getting in Sync with Your Audience                  | <input type="checkbox"/> Enhancing Your Ask  |
| <input type="checkbox"/> Getting in Sync with Your Audience – Breakout Group | <input type="checkbox"/> Enhancing Your Ask – Breakout Group                       |
| <input type="checkbox"/> Structuring Your Appeal                             | <input type="checkbox"/> Adapting Your Appeal to Multiple Channels                 |
| <input type="checkbox"/> Structuring Your Appeal – Breakout Group            | <input type="checkbox"/> Adapting Your Appeal to Multiple Channels– Breakout Group |

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## CONTINUING EDUCATION POINTS TRACKER Annual Giving Network (AGN) Workshops, 2021

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### ***Planning a Giving Day***

**October 6-7, 2021 | Online Workshop**

**Full workshop attendance is eligible for 8 points of CFRE credit**

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|--|---|
| <input type="checkbox"/> Planning & Marketing Your Activities                        | <input type="checkbox"/> Executing on Event Day                       |
| <input type="checkbox"/> Planning & Marketing Your Activities– Breakout Group        | <input type="checkbox"/> Executing on Event Day– Breakout Group       |
| <input type="checkbox"/> Engaging Donors, Volunteers, and Colleagues                 | <input type="checkbox"/> Following Up After the Event                 |
| <input type="checkbox"/> Engaging Donors, Volunteers, and Colleagues– Breakout Group | <input type="checkbox"/> Following Up After the Event– Breakout Group |

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### ***Developing a Digital Fundraising Strategy***

**October 21, 2021 | Online Workshop**

**Full workshop attendance is eligible for 6 points of CFRE credit**

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|--|--|
| <input type="checkbox"/> Assembling Your Digital Toolkit                 | <input type="checkbox"/> Allocating Your Digital Resources                 |
| <input type="checkbox"/> Assembling Your Digital Toolkit– Breakout Group | <input type="checkbox"/> Allocating Your Digital Resources– Breakout Group |
| <input type="checkbox"/> Running Micro-Campaigns                         |  |
| <input type="checkbox"/> Running Micro-Campaigns– Breakout Group         |  |

**Total number of points attained:\_\_\_\_\_**

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