



CFRE Review Course Hosted by The Palm Beach Chapter of AFP

When: Thursday & Friday, September 8 & 9, 2011

Location: Embassy Suites Hotel, 661 NW 53rd St, Boca Raton, FL 33487

Cost: \$400 AFP members, \$510, non-members

What's Included: Course Manual, continental breakfast and lunch two days, sodas and coffee at breaks

How to Register: (see reverse) Contact Stanton Cadow, CFRE, Dir. of Institutional Advancement, St. Vincent de Paul Regional Seminary, 561-732-4424, ext. 152, scadow@svdp.edu. Hotel phone: 561-989-3972.

AFP's revised CFRE Review Course offers development professionals an opportunity to review the main components of a complete fundraising program. It is a two-day, intensive program the purpose of which is to provide an overview of skills techniques, and program components base on fundraising experience at the five-year level.

Who should attend?

The course was developed for intermediate-level fundraising professionals who want a quick and comprehensive overview of fundraising principles, at a step above the fundamental level. Its content is organized around the CFRE exam domains: **Current and Prospective Donor Research, Securing the Gift, Relationship Building, Volunteer Involvement, Management, and Accountability**. Participants engage in fundraising problem-solving with top-notch professionals and network with fundraising peers.

What will I learn?

The AFP CFRE Review Course consists of an introductory module and nine content modules. Each module contains content, questions for discussion, activities and other ideas and suggestions for engaging participants in reviewing the material.

Two-Day Course Schedule

Day 1 - Thursday, September 8

8:30 - 8:50 a.m. Introduction to Course
8:50 - 9:15 a.m. Module I: Why Philanthropy?
9:15 -10:15 a.m. Module II: Current & Prospective Donor Research
10:15 -10:30 a.m. Break
10:30 -11:15 a.m. Module II continues
11:15 a.m.-12:15 p.m. Module III: Marketing & Communication
12:15 - 1:15 p.m. Lunch break
1:15 - 1:45 p.m. Module III continues
1:45 - 3:15 p.m. Module IV: Developing a Comprehensive Solicitation Program
3:15 - 3:30 p.m. Break
3:30 - 4:30 p.m. Module IV continues

Day 2 – Friday, September 9

8:15 -10:15 a.m. Module V: Building & Sustaining Relationships
10:15 -10:30 a.m. Break
10:30 a.m.-12:00 p.m. Module VI: Securing the Gift
12:00 -1:00 p.m. Lunch break
1:00 - 2:30 p.m. Module VII: Volunteer Involvement
2:30 - 2:45 p.m. Break
2:45 - 4:15 p.m. Module VIII: Management
4:15 - 5:15 p.m. Module IX: Accountability

Overall Course Learning Objectives

The objectives for the content modules in the CFRE Review Course as shown above match CFRE International's objectives for the exam. However, to completely achieve these objectives, exam candidates should do significant study of the exam material on their own. This review course highlights key areas of knowledge required; it should be supplemented by thorough study of the CFRE Reading List, available from CFRE International at www.cfre.org.



CFRE Review Course Registration Form

Name: _____ Membership I.D. #: _____

Title: _____ Organization: _____

Address: _____ City _____ St _____ Zip _____

Phone: _____ Fax: _____ Email: _____

Payment for the AFP CFRE Review Course must accompany this form.

Check Enclosed Visa MasterCard

Credit Card Number: _____ Expiration Date: _____ / _____

Signature: _____

Billing Address: _____

Please send payment to: AFP Palm Beach Chapter, P.O. Box 18279, West Palm Beach, FL 33416