



Certified Fund Raising Executive  
The credential for fundraising professionals

## CONTINUING EDUCATION POINTS TRACKER

*CFRE International has developed this form as a way for you to quickly track (and keep in your files!) a record of the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended and, where necessary, fill in the session title. 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:** AFP Western PA Chapter  
**Title of Activity:** **The Ever-Changing Landscape of Social Media: What Nonprofits Need to Know Right Now**  
**Names of Presenter(s):** Cindy Leonard, Bayer Center for Nonprofit Management  
**Dates and Location:** **June 21, 2012 – Rivers Club– Pittsburgh, PA**

**Date: June 21 2012**  
**Session: 12:30 - 1:30 pm (1 hr)**

Social media adoption and usage is moving and changing at a pace that can be difficult for nonprofits to match. In this session, we'll discuss some of the more important things to consider as your organization moves forward in the social media arena. You'll learn about the importance of using social media in a strategic way to meet your communication goals and manage your organization's reputation, we'll discuss risk-related issues such as privacy and legal concerns, and you'll receive a plethora of additional resources to help your organization use social media more wisely and safely.

**Total number of contact hours attended**

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(number of contact hours = number of Education points)

\*Be sure to add these to your online application\*