



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: - AFP WPA
Title of Activity: -
Names of Presenter(s): - Doug Ulham
Dates and Location: - May 11, 2016 (Pittsburgh, PA)

Doug Ulman joined Pelotonia as President and CEO in November 2014. Pelotonia is the United States' largest single-event cycling fundraiser, which has already raised more than \$100 Million for cancer research. Prior to his role at Pelotonia, Doug led **LIVESTRONG** for 14 years. During Ulman's tenure, **LIVESTRONG** served nearly three million people affected by cancer, providing free services to address financial, fertility and psychosocial support. He grew the **LIVESTRONG** Foundation from a small local charity into a \$500 million global brand, and is a globally recognized cancer advocate, having survived three times, himself. **LIVESTRONG** also hosted the Global Cancer Summit in 2009, bringing together more than 500 world leaders, corporations, non-governmental organizations and advocates who are all working to reduce the burden of cancer in their own communities. Under Ulman's leadership, the Foundation's endowment grew by 104 percent, ensuring a level of stability that is enviable among non-profit organizations. Doug has more than 1M Twitter followers, and has been twice named to the Nonprofit Times Power and Influence 50 list of the most influential nonprofit leaders around the country.

Founded in 2008, Pelotonia was established with the objective to fund life-saving cancer research. Pelotonia is a three-day experience that includes a weekend of cycling, entertainment and volunteerism. In its first five rides (2009-13), Pelotonia raised more than \$61 million for cancer research. Thanks to its generous funding partners, Pelotonia is able to direct 100 percent of every rider-raised dollar to cancer research at The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute.

This event is designed to be most informative for leaders in the nonprofit, civic, philanthropic and health care sectors. Seating is limited and this session will sell out.

Topics covered will include:

- The history of Pelotonia, and what it did to grow so quickly.
- How Pelotonia manages its donors and builds relationships.
- Peer to peer fundraising best practices.
- What is required to execute an event of this scale?
- How you can join the Pelotonia movement?

Total number of points attained: 1