



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. 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: Cultivating a Culture of Philanthropy
Names of Presenter(s): Karen Petrucelli, CFRE and Maria Polinsky
Dates and Location: September 8, 2016 (Pittsburgh, PA)
Approved Points: 1.5

Do you sometimes feel like an island within your organization? You are not alone!

Karen Petrucelli, CFRE and Maria Polinsky will provide insights on initiating and nurturing a culture of philanthropy that supports your role within the organization. Their presentation will share key points of *Beyond Fundraising: What Does it Mean to Build a Culture of Philanthropy*, a study by the Evelyn and Walter Haas Jr. Fund released this spring.

Karen and Maria will outline a case study of building a culture of philanthropy at a mid-size nonprofit organization. Planning, cultivation, coaching—and a healthy dose of patience—has resulted in increased support and participation in fundraising initiatives among both staff and board.

Leave with concrete ideas and tools that you can share with leadership to begin cultivating a culture of philanthropy at your organization.

Maria Polinsky has served as the Director of Development at Greater Pittsburgh Literacy Council since 2005. With an annual goal of nearly \$1 million, she oversees a comprehensive program encompassing corporate, individual and foundation support as part of a two-person team. Prior to this, she served in development positions at the Crohn's and Colitis Foundation of America and Carnegie Museums of Pittsburgh. She is a past president of the Western Pennsylvania Chapter of the Association of Fundraising Professionals and a member of Coro Women in Leadership Class VIII. She holds a bachelor's degree in journalism from Indiana University of Pennsylvania.

Karen Petrucelli, CFRE, is President of KP Consulting, a specialized professional fundraising firm she founded in 2001. KP Consulting provides comprehensive consulting services to assist non-profit boards and staff to evaluate, plan and executive effective fundraising programs. Karen is a thirty-six year veteran of the fundraising profession and is a Certified Fundraising Executive. She is a past President of the Western Pennsylvania Chapter of the Association of Fundraising Professionals (AFP) and was named Outstanding Fundraising Executive in 1998.