

# How to become a Certified Fund Raising Executive (CFRE)<sup>®</sup>

**Commit. Excel. Lead.**



# WHAT IS CERTIFICATION?

- Certification assures the public that an individual demonstrates specific knowledge required of a practitioner at a certain level.
  - Academic degrees and educational certificates do not certify demonstrated knowledge of professional practitioners.

# WHAT DISTINGUISHES CFRE?

- Certification requires:
  - Fundraising experience
  - Continuing education
  - Demonstrated fundraising performance
- Candidates pledge to abide by:
  - *International Statement of Ethical Principles in Fundraising*
  - *Donor Bill of Rights*
  - *Local, regional, and national laws and regulations governing fundraising*
  - *CFRE International Accountability Standards*

# WHY PURSUE CFRE CERTIFICATION?

- Competence
- Credibility
- Career Advancement
- Commitment
- Recognition
- Personal Satisfaction



## WHY THE CFRE?

- CFRE is the ONLY accredited certification for fundraising professionals
- In the U.S., CFRE certificants report earnings of US\$21,000 more than their non-certified colleagues
- In Canada, CFRE certificants report earnings of CAD\$38,000 more than their non-certified colleagues

*Source: 2018 Compensation and Benefits Report of the Association of Fundraising Professionals (AFP)*

# CERTIFICATION PROCESS

1. Application
2. Accountability Standards
3. Examination
4. Recertification

# THE CFRE APPLICATION

- Education
- Professional Practice
- Professional Performance
- Code of Conduct





**ORR GROUP**  
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# EDUCATION

- **80 points required**
- Points must be earned within past 5 years except for academic degrees
- 1 hour = 1 point





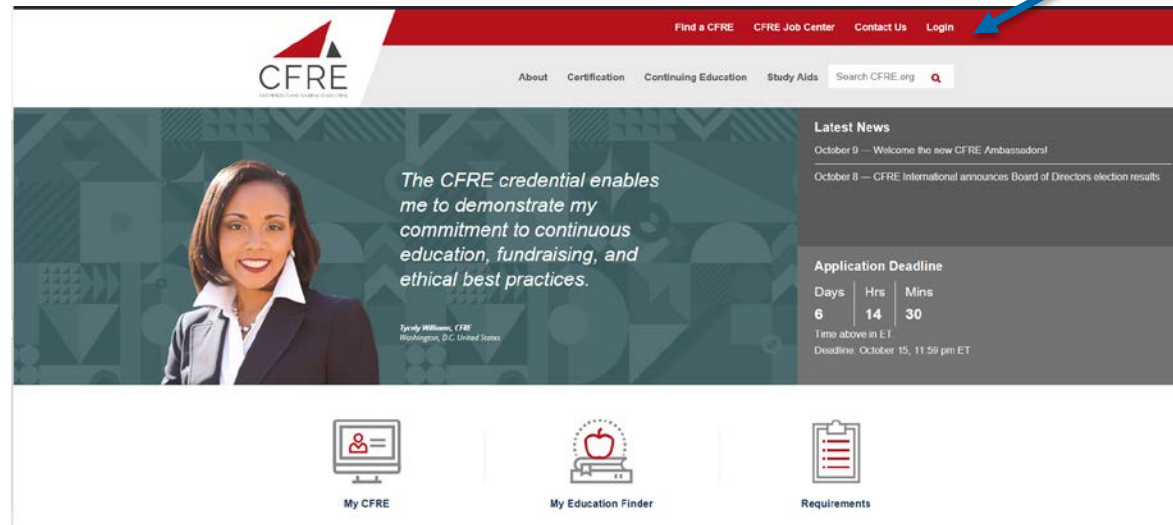
- Types of education
- Academic degrees
  - Can exceed the 5-year timeframe
- Attending conferences, workshops, seminars
- Presenting at conferences, workshops, seminars
- Authoring articles or books
  - Cannot be self-published
- Service learning (up to 10 points)
- Non-fundraising related courses (up to 10 points)

- **36 points required**
- 1 month employed = 1 point
- At least 50% of full-time duties must be fundraising
- Half-time employment qualifies if 100% of duties are directly related to fundraising

- **55 points required**
- Must have been during the past 5 years
- May be earned through any combination of:
  - Management projects (5 points)
  - Communications projects (5 points)
  - Actual funds raised - 1 point = US\$25,000
    - $US\$25,000 \times 55 = US\$1,375,000$

# THE APPLICATION

- Go to [www.cfre.org](http://www.cfre.org), click on “Login”, to create a secure, online account.



- Creating an online account is free!

# THE APPLICATION

- Enter your Education, Professional Practice, and Professional Performance data
- The application calculates your points for you
- Don't forget to select a testing window!
- When you are ready to apply and have your application evaluated, pay and submit your application online.

- US\$875 regular cost
- US\$700 discounted cost for members of participating organizations (ALDE, AFP, AHP, NACCDO, NAYDO, NCDC, FIA, FINZ, Educate Plus, etc.)

# CERTIFICATION TIMELINE

1. Complete and submit your application.
2. Your application is reviewed by CFRE staff.
3. Once your application is approved, receive approval to schedule your exam.
4. Make testing reservation with your selected testing center. (Find your nearest testing center at [www.pearsonvue.com/cfre](http://www.pearsonvue.com/cfre))
5. Take exam at a convenient computer-based testing center of your choosing.
6. Receive score report upon completing the exam.

# CFRE EXAMINATION

- 200 multiple-choice questions
- Score range: 200 – 800
- Passing score: 500
- Four hours to take exam, no trick questions
- Developed by a committee of currently certified fundraising professionals working in conjunction with CFRE International's professional testing agency partner
- The exam is global and is the same no matter where in the world you test.



# CFRE EXAMINATION

- Candidates take CFRE exam on a computer in a proctored testing center
- Annual testing windows
  - January 15 – March 15
  - April 15 – June 15
  - July 15 – September 15
  - October 1 – November 30
- Thousands of testing centers available across North America and worldwide ([www.pearsonvue.com/cfre](http://www.pearsonvue.com/cfre))
- At testing centers, candidates receive an immediate Pass/Fail determination and score report

# SIX KNOWLEDGE DOMAINS

Topic	Number	Percentage of Exam
Current and Prospective Donor Research	28 Items	14%
Securing the Gift	46 Items	23%
Relationship Building	52 Items	26%
Volunteer Involvement	16 Items	8%
Leadership and Management	38 Items	19%
Ethics, Accountability, and Professionalism	20 Items	10%

# HOW DO I STUDY?

- Review the **Test Content Outline** and compare your professional experience to what is covered.
  - Identify your personal areas of strength and weakness.
- Review texts or portions of texts from the **CFRE Resource Reading List** that cover weaker areas.
  - Form study groups with your colleagues.

# TIMELINE AFTER THE EXAM

- Upon official notice to CFRE International of candidate test results by the testing agency partner:
  - **Successful candidates** receive email notification of award of the CFRE certification
  - **Unsuccessful candidates** receive information on retaking the exam
    - 30-day wait period before retaking the exam
- 15 days after the end of the testing window all successful candidates receive official certificate from CFRE International by mail

# RECERTIFICATION

- Recertify every 3 years
- To recertify, complete online application
- No exam required
- US\$408 for members of participating organizations
- US\$510 if you're not a participating organization member

# THANK YOU!

## Questions?