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## **CFRE INTERNATIONAL BRINGS NEW OPPORTUNITIES—AND A NEW CEO--TO THE NEW YEAR**

*Alexandria, VA, USA, December 20, 2011* -- CFRE International, the granting body for the globally recognized CFRE fundraising credential, announced the appointment of Eva E. Aldrich, M.A., CFRE as its new President & Chief Executive Officer. Aldrich takes the reins at a time of great opportunity and growth for CFRE International and for the fundraising profession.

In 2011 CFRE introduced its new multinational certification exam. The development process for that exam consumed two years and involved research in eight countries, surveying nearly 3,000 fundraising professionals. Thanks to that effort CFRE International now stands poised to fully realize its role as a truly global credential, just as the business of philanthropy is exploding everywhere, with particularly rapid growth in Africa, Eastern Europe and Asia.

Sharilyn Hale, M.A., CFRE, Chair of the Board of CFRE International said, *“After a broad and comprehensive search, we’re delighted to welcome Eva to her new role with CFRE. She is an expert in fundraising, communications and certification and brings a uniquely global perspective. In service to the profession, we have ambitious goals and plans for the coming years and look forward to Eva’s leadership.”*

Starting her new role in February 2012, Aldrich will have enhancing the value and recognition of the CFRE credential among fundraising professionals, employers in the philanthropic sector, and donors as a top priority. Each year, as the fundraising industry expands, record numbers of

fundraisers are reaching the 5 year minimum for CFRE qualification and taking the exam. In addition, holders of the CFRE credential must re-certify every three years. As such, Aldrich will also focus on upgrading communications and outreach to holders of the credential and identifying ways in which CFRE International can provide increased value to those it serves.

Before becoming the CFRE chief, Eva E. Aldrich was Associate Director of Public Service and The Fund Raising School at the Center on Philanthropy at Indiana University, a role which had her teaching and meeting with the top global leaders of our profession. Her recent accomplishments include serving as Interim Managing Editor of *Giving USA 2011* and as Co-Editor of the third edition of *Achieving Excellence in Fundraising*, which is widely recognized as an iconic work in the canon of fundraising literature. Prior to joining The Fund Raising School in 2007, Aldrich served for 12 years as a member of Johnson Grossnickle and Associates, an institutional strategy and advancement consulting firm. She earned a B.A. *summa cum laude* in English from Manchester College, earned an M.A. in English from Indiana University, and is a Ph.D. candidate in Philanthropic Studies at Indiana University.

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*CFRE International is the global provider of certification in professional fundraising and the primary practice-based credential for career fundraisers. Founded in 1981 then becoming independent for the betterment of the profession in 2001, CFRE is endorsed by leading philanthropic organizations around the world. With voluntary certification sending a strong message from the profession to employers, regulators and the public of a commitment to high standards of practice, CFRE International is itself certified by the Institute of Certification Excellence. To become a CFRE, practitioners must meet established eligibility requirements and pass an examination, then recertify every three years as a demonstration of mastery and currency.*