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Certified Fund Raising Executive
The credential for fundraising professionals

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With its New Global Exam in Place, CFRE Changes Leadership

Alexandria, VA - After two years of leadership, steering CFRE International through a critically important period in the organization's evolution, Denny Smith, Ph.D., has announced he will step down as Chief Executive Officer effective immediately.

During his term of office, Denny completed the extensive Job Analysis research of fundraising practice across eight countries, framing the creation of a new CFRE exam, customized for fundraisers on five continents.

An expert in credentialing, Denny was also at the helm when CFRE first received accreditation from the NCCA, the National Commission for Certifying Agencies. NCCA is a program of the ICE, the Institute for Credentialing Excellence. A few hundred certification organizations worldwide have demonstrated the professional "best practices" that earn the NCCA seal of approval. In fact, many of these NCCA-approved organizations involve surgical specialties.

The Board of CFRE International has launched an international search for a new leader. The new CEO should be in place for early 2012.

According to Board Chair Sharilyn Hale, M.A., CFRE, "The new CEO will focus on executing a group of strategic directions recently decided on by the Board. These directions include deepening communications with current CFREs, achieving customer service excellence, promoting the CFRE credential and expanding even farther internationally. We thank Denny for his service, and are excited about the opportunities ahead for CFRE and the continued value it brings the profession."

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. 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.

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