



CFRE international Certification Fees: Information Update

In December 2006 the CFRE International Board resolved to adopt a new three-year Strategic Plan. Due to the growth of the programme and changes in its delivery, the Plan required that a thorough financial review to ensure that the model:

- Remained *equitable* for all candidates, certificants and Participating Organisations.
- Provided sufficient *resources* for the new strategic plan, including fully funding reserves and providing investment for the on-going development of the programme.

Key facts:

In June 2007, the Board considered the existing financial model and noted that:

1. The delivery of the programme had changed, with higher costs being incurred for the development and maintenance of on-line candidate application services, improved web-site functionality and certificant management. Investment was also needed in improved marketing initiatives to advance the profile of the credential and generate greater awareness with groups, such as employers.
2. Certificants paid a fee to maintain three years of certification. **Since 2005, CFRE had not increased fees other than to pass on the direct costs of providing the additional benefit of Computer Based Testing.** This new service delivered significant cost savings to candidates, in not only reducing travel expense to attend test locations but also enabling greater flexibility of exam dates. In effect, while there had been no real increase in candidate fees over this three-year period (other than to pass on the CBT expense), inflation alone had eroded CFRE revenue from this source by 9.31%.
3. Fees from Participating Organisations had not been increased since 2000. Over these seven years, inflation had eroded CFRE revenue from Participating Organisation fees by 19.38%.

The CFRE International Board also reviewed analysis that demonstrated that the increased costs of operating the programme were disproportionately being borne by those who were first applying to be CFRE candidates. This was considered inequitable. Compared to those colleagues who were recertifying, initial certification candidates were more likely to be less experienced, earn less and would therefore be less able to afford certification fees. The Board also recognised that this imbalance could possibly discourage initial certification.

New fees

The CFRE International Board therefore resolved to update the financial model by:

- Realigning the candidate fees for **recertification**. The new fee of \$350 for members of Participating Organisations is based on the *actual* costs incurred in delivering the programme. It represents \$9.72 per month (\$117 a year).
- Increasing the fees for **initial certification** to recoup the *actual* costs incurred in delivering the new services to candidates. The new fee of \$600 for members of Participating Organisations represents \$16.67 per month (\$200 a year) and includes testing fees.

- Consulting with Participating Organisations about proposals to change or update their fee arrangement including how best to fund the investment needed for the forthcoming Job Analysis project.

The Board also agreed to a policy to review fees annually to avoid future cost inflation and service changes significantly changing the financial model for the programme.

Over the past three years, CFRE International has experienced significant change and growth:

- Over 1,100 fundraising professionals have become new CFRE certificants
- The number of current CFRE certificants has reached a new high of over 5,300 professionals
- Support for the Certified Fund Raising Executive credential now comes from 19 professional associations in five countries
- Access to the exam has gone from 77 locations over ten days to more than 300 locations over a twelve weeks throughout the year
- The number of employers and/or search firms seeking to verify the certification status of job applicants has increased over 375% - this verification can now be done in real-time directly from the CFRE website (www.cfre.org)
- A new bankable, online application process has increased the ease and speed of the application process for both new applicants and those recertifying
- Additional guidance on how to create a study plan for new applications was developed by the Exam Committee
- Over 275 CFRE certificants have been directly involved in developing the actual CFRE examinations
- January 2008 saw a record number of new applicants to the CFRE process
- CFRE International submitted it's application to be accredited by the National Commission for Certifying Agencies (NCCA) which sets standards for the development and operation of certification programmes

CFRE International is committed to providing a valid and reliable international benchmark of knowledge and skills to the fundraising profession.