



December 2012

In this Issue

Message from the President and CEO

Ethical Fundraising (and Reporting) Occur Organization-wide

"Twenty in Twenty" Grows Number of CFREs

Board of Directors Election Results

Helpful Resources

Dates to Remember

Frequently Asked Question

CFRE Volunteer Opportunity!

Did You Know?

New Class of CFREs Announced!

Did you (or someone you know) recently achieve the CFRE credential? [Click here](#) to see the September 2012 class of CFREs.

Message from the President and CEO

As the year draws to an end, I would like to extend a sincere "thank you" to all of our partners who have worked with us in 2012 to strengthen the fundraising profession through endorsing the CFRE credential. CFRE International exists to help fundraising professionals aspire to the highest standards of professional competence and ethical practice in serving the philanthropic sector. Your partnership in this effort is vital.

CFRE International has made progress in 2012, but there is always more to do. I look forward to working with you in 2013 to achieve our common goal of advancing the fundraising profession through voluntary certification of fundraising professionals!

Best,

Eva E. Aldrich, M.A., CFRE
President and CEO

Ethical Fundraising (and Reporting) Occur Organization-wide

with Melissa S. Brown



Investment in fundraising matters for organizational growth. Charities that want to grow and improve their services are well-advised, according to one study, to be open to change, consider program development, and invest in fundraising. These were positively and directly related to organizational growth in human service charities studied.

Organizations with part-time or volunteer fundraisers met their fundraising goals less often than did groups with at least one full-time fundraiser. Charitable groups that cut fundraising staff too far are likely to cut fundraising results, too.

Not surprisingly, the experience of the person most responsible for fundraising matters. When people with five or more years of experience headed fundraising (the minimum required for a CFRE), the

organizations were more likely to meet fundraising goals for 2011.

So paying for fundraising experience is vital. On average, fundraising professionals in the United States earned an average of \$75,595 for 2011, which was a very small decrease from the 2010 average. The Association of Fundraising Professionals, which conducted the survey, reported significant variations in the average by region of the U.S. and studied also Canadian salaries.

When nonprofit organizations feel pressures for low overhead costs, some use "accounting discretion" to create favorable overhead ratios and others gather real data about fundraising and administrative costs. They then use that data as a management tool to help improve the organization. Small organizations or those that fear loss of funding more often used accounting tricks. More experienced managers or organizations that have an accountant more often focused on real cost management.

Even as nonprofit organizations seek unrestricted funds to support general operating expenses, donors seem to want to restrict their gifts. Two studies explored the effects of offering restrictions: paradoxically, even when donors do not use the restrictions offered, giving increases when restricting a gift is a clear

option. Especially for organizations with high cost ratios (low efficiency), allowing gift restrictions seems to overcome donors' hesitations and yields higher gift totals.

Emphasis on nonprofit overhead costs, governance practices, and impact is changing how donors evaluate the charities they might support. These shifts are also changing how regulators monitor charitable organization activity. For example, "Canada's charitable sector [is] creating a comprehensive certification system for good governance, including fundraising, which reframes the target of regulation from the informed donor to the well-performing charity"

Good governance starts with the expectations set and communicated to board members. One study confirms the experience of thousands of fundraising professionals and CEOs: prior experience as a nonprofit board member, mission attachment, and training make good board members. If you can't recruit people who have prior experience, then step up the training, especially for the monitoring and fund development work of board members.

Three-quarters (74%) of CEOs say board members are uncomfortable asking for money. However, charitable organizations in the U.S. and Canada that actively engaged board members in fundraising work were more likely to meet fundraising goals for 2011. Training and coaching can help.

Melissa S. Brown
Principal, Melissa S. Brown & Associates, LLC

Melissa Brown advises nonprofit organizations in the U.S. and internationally, offering services for data analysis, nonprofit sector research, program evaluation, and project management. She worked nearly 20 years at the Center on Philanthropy at Indiana University, most recently as managing editor of Giving USA, the yearbook of philanthropy published by Giving USA Foundation. She tweets nonprofit sector research results related to giving and volunteering using the Twitter name @npowriter.

"Twenty in Twenty" Grows Number of CFREs

with Susan D. Williams, AFP Nashville



The nonprofit community in Nashville, Tennessee, is both large and active. And until recently, it also faced a credentialing shortage. Of the hundreds of professional fundraisers who work for the area's 630-plus nonprofits, fewer than twenty currently hold the CFRE credential. To address the problem, the Nashville Chapter of the Association of Fundraising Professionals (AFP Nashville) teamed up with the Center for Nonprofit Management (CNM) to develop an education and training program that other nonprofit organizations can adopt to grow the number of CFREs in their own communities.

The initiative was the brainchild of Susan D. Williams, CFRE, Director of Corporate and Foundation Relations at Belmont University and President of AFP Nashville. "I visited with the Executive Director of CNM to update him on our focus to increase the number of CFREs in the area," recalls

Williams. "He was excited about our efforts and indicated that CNM would like to be involved."

As a result of that meeting, in April 2012 AFP Nashville and CNM launched the "Twenty in Twenty" program, dedicated to the goal of having 20 new CFREs in Middle Tennessee within 20 months. To educate local fundraisers about the CFRE requirements, AFP Nashville and CNM organized an informal meeting for the following month. They arranged for a panel of local CFREs to share personal experiences and answer questions about the certification and the process for successfully achieving the credentials. They also prepared information packets that included lists of CFRE requirements and educational opportunities offered by AFP Nashville and CNM, a list of the costs associated with the CFRE, and mutual agreements between AFP Nashville, CNM, and prospective CFRE candidates for participation in the program along with a program application.

Once the invitations were sent out, Williams and the rest of the "Twenty in Twenty" team waited anxiously to see what kind of a response they would get. The results exceeded their hopes. More than 70 people attended the meeting, ranging in experience from people who had recently entered the field to seasoned fundraisers with decades of experience. And by the end of the meeting, 30 of the attendees signed up to

prepare for the CFRE exam by the end of 2013.

To help participants prepare for the exam, the "Twenty in Twenty" team placed participants in small study groups with personal mentors (each of whom has the CFRE credential) to help guide them through the process. The study groups are organized according to the anticipated date that students will sit for the exam.

As of this writing, five participants have already applied to take the CFRE exam and are awaiting approval. "These results have been very rewarding," says Williams. "The candidates are excited and committed to earning their credentials."

AFP Nashville and CNM hope that the "Twenty in Twenty" program will serve as a model that other organizations can follow to grow the number of CFREs in their communities. "We feel the program can be easily replicated," says Williams.

Once the "Twenty in Twenty" program reaches its goal, however, Williams and her team won't be calling it a day. "AFP Nashville is committed to continuing the program," says Williams. Meaning that, thanks to the efforts of AFP Nashville and CNM, central Tennessee will continue to be home to ever more CFREs -- twenty (or more) at a time.

Board of Directors Election Results



Members of the 2013 CFRE International Board of Directors pictured: Front row (left to right): Phil Schumacher, Jim Caldarola, Sharon Gleason. Back row (left to right): Robert Driver, Marnie Hill, Roly Owers, Tony Myers, Leo Orland, Judy Markoe. Not pictured: Janice Gow Pettey, Perry Hammock

CFRE International is pleased to announce that Robert Driver, CFRE (United States); Janice Gow Pettey, CFRE (United States); and Roly Owers, CFRE (United Kingdom) have been elected to serve a second three-year term on CFRE International's Board of Directors. The slate was overwhelmingly approved by more than 96% of CFREs who voted in the election.

Many thanks to the Board of Directors for their work on behalf of CFRE International and the fundraising profession.

Helpful Resources

We are excited to announce a new and more efficient [Continuing Education Provider Approval Application](#) and process for continuing education provider approval. We understand that one of the reasons you promote your events as "CFRE Approved" is because it denotes credibility in the field of fundraising. In turn, we are dedicated to supporting you while maintaining the integrity of our program. The new process is outlined below.

- Submit a completed application in Microsoft Word format (preferably via email).
- Include contact information and event details along with a separate attachment with brief session descriptions. Please provide session descriptions in the same order as the "Event Details" page

of the application.

- We will review the application and provide approval within 30 days of receiving a completed application.
- The approval will be sent to the contact listed on the application and will include a formal email approval, all approved points for your event(s), as well as a final CFRE Tracker Sheet with your event details.

If you have questions or would like to discuss other ways that we can support your promotion of the CFRE credential, please contact Emily Sullivan at esullivan@cfre.org or +1 703 820 5555 ext. 203.

Dates to Remember

CFRE Dates and Deadlines

15 December 2012: Final testing window of 2012 extended due to Hurricane Sandy.

30 January 2013: Postmark deadline for 30 March 2013 recertification.

1-23 March 2013: First testing window of 2013. Applications must be **postmarked by 30 January** to qualify.

Look for CFRE

9-11 December 2012: CASE V & VI, Chicago, Illinois USA

23-25 January 2013: United Way Major Gift and Planned Giving Institute, Las Vegas, NV USA

8-11 February 2013: Association of Lutheran Development Executives (ALDE) Conference, Indianapolis, Indiana USA

7-9 March 2013: Fundraising Institute Australia Conference, Sydney, Australia

Frequently Asked Question

Q: How do I know if my event will qualify for CFRE continuing education points?

A: All events require you to submit an application that must undergo our formal review process in order to be approved. However, here are some quick tips that may help you understand appropriate events to submit.

- Events must be focused on the principles and practices of fundraising (not general nonprofit management).
- If an individual from any profession (e.g., lawyer, accountant, for-profit business person) could attend your session and get the same value out of your event as a fundraiser, then it is too general in nature and will not be approved.
- Ensure that the brief session descriptions include words like “fundraising” and “donors” to make it clear that your content is unique to the fundraising profession.

If you have any questions about your Continuing Education Provider Approval Application, please contact Emily Sullivan at esullivan@cfre.org or +1 703 820 5555 ext. 203.

CFRE Volunteer Opportunity!

Are you an experienced CFRE who has recertified at least once? If so, we want you!

We are asking for volunteers to reach out to current CFREs who's expiration deadlines are either coming up or have recently passed (putting them in their six-month grace period) in order to encourage them to get their applications submitted. We need individuals who can commit to calling at least 10 CFREs in a two-week period. It will be a relatively small time commitment from you, but the impact you could have on a fellow CFRE could be great! For more information or to volunteer, contact us today at share@cfre.org.



Look for *Leading Edge Special Edition* next month!

In the next issue of *Leading Edge Special Edition*, we speak with board chairs of major fundraising professional bodies about what to expect for fundraising in 2013, what fundraisers can do to prepare for what's coming next, and how professional credentials such as the CFRE fit into the big picture.

Follow us!

Don't miss the January 2013 issue of *Leading Edge Special Edition* from CFRE International!

Did You Know?

According to the November 15, 2012 article in The Chronicle of Philanthropy, *Donors Frustrated by Ways Charities Appeal and Follow Up*, 40 percent of American donors under the age of 35 said they have used a mobile phone or other device to make a text donation to charity, and half of donors of all ages said they use cell phones to browse charity Web sites and e-mail messages. But only about a third of American charities have enabled their Web sites for mobile viewing, and fewer still have resized their e-mails so they can be more easily read on hand-held phones.

To read the full article, which includes more information on international fundraising trends, [click here](#).

CFRE International | 300 N. Washington Street, Suite 504 | Alexandria, VA 22314 | USA | +1 703 820 5555 | share@cfre.org

If you received this message in error, or no longer wish to receive periodic emails from CFRE International, please [unsubscribe](#). You will be removed from our list.

300 N. Washington Street , Suite 504, Alexandria, VA 22314