



CFRE International



e-news for CFRE International's participating organisations

February 2013

**In this Issue**

Message from the President and CEO

NEAHP's One-on-One Approach to Promoting the CFRE Credential

CFRE Celebrates 20 Years in Australia

Certification Updates

Helpful Resources

Dates to Remember

Frequently Asked Question

Did You Know?

**Message from the President and CEO**



It is always a pleasure to share good news, and I'm pleased to report that in 2012, the number of fundraisers seeking their first-time CFRE certification grew by 17% over 2011 figures. This is exciting news for the fundraising profession as more and more individuals see the need for and value of the CFRE credential.

As part of the effort to spread the word about the importance of the CFRE credential, we're committed to doing more at CFRE International to connect with the CFRE community. Last year, we started our e-news series that includes *Leading Edge* as well as *Leading Edge Special Edition* for CFREs only and *CFRE Connect!* for leadership at our Participating Organisations. We also became active on social media, with new Facebook and Twitter presences.

This year, we'll continue to reach out to the CFRE community in new ways, including our first CFRE meet up at AFP's International Conference in San Diego this April.

While there's much that CFRE International will be doing in 2013, we know that the biggest thing that keeps the CFRE credential going strong is the support and advocacy of current CFREs who encourage their peers to achieve certification. So thank you—and let us know how we can work further to support the CFRE community!

Best,

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

**NEAHP's One-on-One Approach to Promoting the CFRE Credential**

with Linda Dodge, CFRE

**New Class of CFREs Announced!**

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



Professional fundraising associations benefit from having members who are CFREs. The association can demonstrate that its members share a core body of fundraising knowledge, have documented fundraising experience and success, are dedicated to seeking ongoing educational opportunities and are committed to volunteer service. This, in turn, boosts the credibility of the association in the eyes of stakeholders and potential members alike.

Encouraging members to become certified can be a challenge for smaller associations. Fewer members often means fewer volunteer leaders, and that can mean fewer programmes that focus on professional development. For the [New England Association for Healthcare Philanthropy \(NEAHP\)](#), however, member education is part of the organisation's core mission. "Professional development is important to the NEAHP Board and NEAHP members," says Linda Dodge, CFRE, NEAHP's accreditation chair and Director of Development at [Garden Spot](#)

**Village**, a retirement community in New Holland, Pennsylvania. "We are grateful when members seek certification because we recognise that many of them are in small shops and are very busy. So we do what we can to help them."

Dodge says she enjoys explaining the benefits of certification to NEAHP members. "No matter how much we already know, there are always opportunities to learn something new about what we do," she says. "Fundraising is a profession, and certification helps to give it more credibility. Having certified fundraisers can help strengthen an organisation's fundraising programme." Certification also offers advantages for fundraisers themselves. "Certification can help to open doors for advancement and new job opportunities and, for some, it can mean a higher salary," she says. "And certification can provide professional and personal satisfaction."

"Sometimes I talk with people over a number of years before they are ready to take the exam," adds Dodge. "They want to make sure they have enough time to prepare and study before they sit for the CFRE exam. I encourage them to do this because it gives them more confidence."

Over the years, Dodge has used a variety of ways to promote certification to NEAHP members. In addition to talking with members at meetings, events, and orientation sessions for new members -- at which she gives a presentation on the CFRE credential -- Dodge often writes articles for the association's newsletter with news and information adapted from the CFRE International website. The NEAHP website contains information about certification and links to CFRE International's online resources. Dodge also maintains a stockpile of information on CFRE certification that she shares with NEAHP members who are preparing presentations for their own institutions.

Dodge also serves as a mentor to certification candidates and provides encouragement and support as they go through the certification process. When candidates need additional guidance, she works to match them with fundraising professionals with the needed expertise. For certificants seeking to gain additional educational points throughout the year, Dodge provides information about quality online educational opportunities that are either free or low cost. And she is happy to review members' applications before they submit them to CFRE International. "Interest on the part of newcomers and those in the early years of the profession has often been the strongest, but they know they have several years before they are eligible for certification," explains Dodge. "People think the exam is going to be much more difficult than it is, or that they're not going to get enough education points."

At every NEAHP annual conference in March, Dodge or another volunteer can be found staffing a booth distributing handouts on certification and talking one-on-one with attendees about the benefits of becoming a CFRE. The conference programme often features an official breakfast roundtable or seminar. On the last day of the conference, new and recertified CFREs are recognised at a luncheon along with NEAHP's Philanthropist of the Year. "It is just as important to recognise recertifications too," says Dodge. "It takes a lot of effort to recertify. People have to document their ongoing education, their successes and their involvement in the community." Dodge adds that it's important to educate and remind people about recertification, and in particular about CFRE International's grace period (an automatic six-month grace period that all recertification candidates are given if they miss their original deadline for recertification). "Heaven knows I've had to use it a few times myself!" says Dodge with a chuckle.

*Linda Dodge is Director of Development for Garden Spot Village in New Holland, Pennsylvania. She is a graduate of Albright College, where she also served as Director of Alumni Relations and assisted with phonathons and a capital campaign. Linda has also served as a Director of Foundation and Government Grants for Ferrum College, Director of Institutional Advancement for Anna Maria College, and Director of Development for Marlborough Hospital. Linda has participated on the CFRE Advisory Committee since its inception as well as the CFRE International Committee on Directorship. She has served as president of AFP chapters in Virginia and Massachusetts, and chaired a professional conference for CASE Middle Atlantic District II. Her volunteer activities include leadership and fundraising positions with local chapters of the YWCA, the Easter Seals Society, the United Way, and the Red Cross, among many others.*

## **CFRE Celebrates 20 Years in Australia**

This year marks the 20<sup>th</sup> anniversary of the CFRE credential in Australia! In January of 1993, a group of 10 Australian fundraisers served as a pilot group for the Fundraising Institute Australia (FIA) and took the U.S. version of the CFRE exam. In February 1993, at the FIA Conference in Hobart, word came through that all 10 had passed, and the group could get on with the task of forming an Australian version of the exam, and CFRE was underway down under.

FIA was the first non-North American Participating Organisation of CFRE. So that means that CFRE has also now been 20 years outside of North America this month.

Cheers—and happy 20th anniversary CFRE in Australia!

*Thanks to Nigel Harris FFIA CFRE, Executive Director of the Mater Foundation, for a brief history of this important milestone! In addition to his many professional accomplishments, Nigel holds the distinctions of being the winner of FIA's 2012 Arthur Venn Award for Excellence in Fundraising and is a 20-year CFRE in Australia.*

## Certification Updates

### Certification Fee Update—and a Chance to Win a Free Initial Certification!

No one likes it when fees go up—including us. Effective 1 April 2013, initial certification and recertification fees will increase by 1%. This represents a very modest increase of between \$4 and \$9 over current fees.

To thank you for your understanding, we're pleased to announce that if you're thinking about going for your CFRE, now is a great time to apply! As a special promotion, all completed applications for the second testing window (postmark deadline of 30 April 2013) will be entered in a drawing; one lucky winner will have his/her initial certification fee refunded.

If your initial certification application is postmarked by 31 March 2013, you'll be able to take advantage of applying before the fee increase AND be entered in the drawing, too!

## Helpful Resources

In past issues, we have shared the link to our "[Becoming a CFRE](#)" PowerPoint presentation. It is a great starting point for fundraisers who are presenting on how to become a Certified Fund Raising Executives.

However, for applicants seeking details on the application process, requirements and details of the exam, the best resource for them is our [CFRE Application Summary](#). The Application Summary includes details on both Initial Certification and Recertification, as well as tools to help them prepare for the exam, such as the Test Content Outline and the Resource Reading list.

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](mailto:esullivan@cfre.org) or +1 703 820 5555 ext. 203.

## Dates to Remember

### CFRE Dates and Deadlines

- **1-23 March 2013:** First testing window of 2013.
- **18 March 2013:** Canberra, Australia test date.
- **23 March 2013:** Melbourne, Sydney, Brisbane, Adelaide and Perth, Australia test date.
- **17 April 2013:** London, United Kingdom test date – applications have a POSTMARK deadline of 28 February 2013. Re-examination requests must be received by 15 March 2013.
- **30 April 2013:** POSTMARK deadline for second testing window of 2013 (7-29 June 2013).

### Look for CFRE

- **7-9 March 2013:** Fundraising Institute Australia Conference, Sydney, Australia
- **7-9 April 2013:** Association of Fundraising Professionals International Conference, San Diego, USA
- **10-13 April 2013:** North American YMCA Development Organization Conference, Vancouver, BC, Canada
- **17-19 April 2013:** Canadian Association of Gift Planners National Conference, Ottawa/Gatineau, Canada
- **24-26 April 2013:** German Fundraising Congress, Berlin, Germany
- **8-10 May 2013:** Fundraising Institute New Zealand Conference, Wellington, New Zealand

## Frequently Asked Question

### Q: What information do I include in the "Event Details" section of the Continuing Education Provider Approval Application?

A: The Event Details section is where you provide the following information for your event(s):

- title of your event
- date for your event
- durations of your sessions
- titles of all sessions included in your event
- requested points for each session

If you are hosting a full day (or multiple day) conference, you would include the title of the conference at the top of the page. Then, you would list all session titles and descriptions by day in the section below. If you are submitting your monthly luncheon meetings for the year, you may do the same. Include the dates, times and titles for each luncheon session.

The Event Details is set up to receive information for our most commonly submitted events. If you feel that your event or sessions are structured differently, feel free to reach out to us to see if there is a more efficient way to submit your event details. We are here to work with you so that we may support your organisation and you may continue to promote the CFRE credential.

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

## Look for *Leading Edge Special Edition* next month!

In the next issue of *Leading Edge Special Edition*, we will focus on the exciting work being done by the Nonprofit Research Collaborative.

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



Follow us!

## Did You Know?

According to *Giving USA's 2012 report*, giving to health organizations is estimated to have increased 2.7 percent in 2011 from 2010 (-0.4 percent adjusted for inflation), with \$24.75 billion in total contributions. The 2011 Million Dollar List reports an 80 percent increase in the amount of announced million-dollar-and-up gifts given by individuals to the health subsector in 2011 compared with 2010.

For more information, check out *Giving USA's 2012 report*.

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