

CFRE

CFRE International

CFRE Connect!

October 2012

### In this Issue

Message from the President and CEO

Why and How We Promote CFRE

New Class of CFREs Announced!

Helpful Resources

Dates to Remember

FAQ

.....

### New Class of CFREs Announced!

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

## Message from the President and CEO



Welcome to *CFRE Connect!*, CFRE International's new quarterly e-newsletter for the staff and volunteer leadership of CFRE International's Participating Organisations. Four times a year, *CFRE Connect!* will deliver to your inbox timely news, useful information, and interesting stories. Each issue will also include a feature that offers ideas for growing excitement about the CFRE credential and increasing the number of new and renewing CFRE certificants in your organisation.

Why *CFRE Connect!*? In our Spring 2012 Certificant Survey, one of the clearest messages certificants sent was that they wanted to hear more from us, especially through e-mail and the CFRE International website. And we listened! In addition to *CFRE Connect!*, we're also launching two more quarterly e-newsletters: *Leading Edge*, which is aimed at CFRE certificants and stakeholders, and *Leading Edge Special Edition*, which is an exclusive publication for CFREs only. It will provide an in-depth treatment of a topic related to leadership and management in fundraising.

Our e-mail newsletters are part of an exciting initiative that we're launching to communicate more effectively with our CFRE certificants, stakeholders, partners, and the public. We're also on [Facebook](#) and [Twitter](#), so please friend and follow us there too. Of course, face-to-face relationship building is also important to us; you can use the *Dates to Remember* section of the newsletter to find out about conferences where you can talk with us in person. If you haven't done so already, check out our [2011 Annual Report](#).

We hope you like this inaugural issue of *CFRE Connect!* We want to hear from you about how we can make it even better in future issues. Please share your thoughts and suggestions with us at [share@cfre.org](mailto:share@cfre.org).

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

## Why and How We Promote CFRE



Since 2001, [Fundraising Institute Australia \(FIA\)](#) has partnered with CFRE International as a Participating Organisation (PO) to promote and endorse the CFRE credential. Over the last few years, we have seen an increase in the number of CFREs in Australia; we credit this to a two-fold strategy in which both elements have to work simultaneously to ensure success.

First, FIA's strategic plan includes the initiative to "position CFRE as a premier credential for professional fundraisers." To accomplish this, FIA actively promotes the credential in marketing materials, at professional development forums, and through the example of our management, staff, and volunteers. To further support the initiative, recently the FIA board adopted a position around CFRE specifying the following by 2014:

- Only current CFRE members will be eligible for nomination for the Arthur Venn Fundraiser of the Year Award.
- Current CFRE members will be given preference for tutoring and teaching opportunities in the FIA Certificate of Fundraising.
- The CFRE credential will be embedded into FIA's professional development program.

• • • • •

The second part of the strategy is to identify colleagues who are eligible for the CFRE credential and encourage them to take the exam. In support of that, my colleague Nigel Harris and I have developed a CFRE coaching session that is being rolled out throughout all Australian states. In summary, what's working for FIA is quite simple:

1. FIA embraces CFRE as the practice credential and takes responsibility for its positioning and marketing.
2. FIA actively positions CFRE as one of the core elements of identification as a fundraising professional.

*Lesley Ray, CFRE, FFIA, is a past Chairman and Director of Fundraising Institute Australia (FIA) and continues to serve as a volunteer. For the past eight years she has led the fundraising team at the **Mater Foundation**, which supports seven hospitals and a research institute. A graduate of the Australian Centre for Philanthropy and Nonprofit Studies (ACPNS) at Queensland University of Technology (QUT), Lesley is currently pursuing her Master's degree in philanthropic studies at ACPNS focusing on the emergence and impact of giving circles.*

## Helpful Resources

CFRE International's **Marketing Toolkit** is available online and is designed to give you the resources you need to promote the CFRE credential. In the toolkit you'll find *Becoming a CFRE*. This presentation outlines the value of the CFRE credential, the requirements for becoming a CFRE, and the application and approval process. This could be presented by a current CFRE at one of your meetings or used as a handout to help those new to fundraising understand more about the credential.

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

**12 October:** Last chance to apply for Initial Certification in 2012 (postmark deadline)

**26 October-1 December:** Final Testing Window for 2012

**30 October:** Applications due for CFREs recertifying in December 2012 (postmark deadline)

### Look for CFRE

**11 October:** United Kingdom CFRE Reception, London UK

**16-19 October:** **International Fundraising Congress**, Amsterdam, Netherlands

**24-27 October:** **Association for Healthcare Philanthropy Conference**, Atlanta, Georgia USA

**8-10 November:** **Council for Resource Development Conference**, Washington, DC USA

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

## Frequently Asked Question

**Q: We have an event coming up, and I want to have sessions approved for CFRE Continuing Education Points. What is the current processing time for CFRE Approved Provider Applications?**

**A:** This year, we've worked to improve our tracking processes and substantially shorten our application turnaround time. Applications containing all requested information are reviewed and approved within 30 days. Incomplete applications require follow up and may take longer for us to process. If you have any questions about your Continuing Education Approved Provider 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!

If you are a current CFRE, beginning in November you will also receive our certificant-only newsletter, *Leading Edge Special Edition*. Each issue of this quarterly newsletter will feature an in-depth discussion on topics related to leadership and management in the fundraising profession.

In the inaugural issue of *Leading Edge Special Edition*, Eugene R. Tempel, Ed.D., CFRE, president of the Indiana University Foundation and former executive director of the Center on Philanthropy at Indiana University, talks with us about changes he's seen in the profession over his 30-plus-year career, the value of a humanities education in fundraising, and much more.

**Don't miss the November 2012 issue of *Leading Edge Special Edition* from CFRE International!**

## Did You Know?

According to Women Give 2012, Baby Boomers (born from 1946 to 1964) are the largest generation today in the United States. In addition to possessing 90 percent of the net worth in the United States and 78 percent of all financial assets, they are more likely to give than younger generations. They are also more likely to give more.

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