



December 2012

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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

The end of the year is a time to reflect back so that we're better prepared to move forward. As I reflect back on 2012 here at CFRE International, what comes to mind is the strong community of CFREs worldwide. CFRE International has made progress this year in serving our community. We've increased communications, gotten better connected through social media, and are currently working on upgrading our application portal to make it more user-friendly and efficient. Still, we know we have much more to do to serve our CFREs well. This is exciting work, and we look forward to making 2013 even better.

Thank you for your support of CFRE International and the CFRE credential. Your dedication to the highest standards of professional competence and ethical practice in serving the philanthropic sector makes for a better world for us all.

Best,

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

Top Findings from Fundraising Research in 2012

with Melissa S. Brown



Digging into giving motives.

Did you know that using images of eyes can boost response? That your most likely prospect might be giving to organizations NOT like your own? Or that trying to appeal to all donors in one appeal by citing ego-based and altruistic reasons for giving can be a deterrent? These are some of the findings from fundraising research that appeared in academic and other publications in 2012.

Traditionally, people say they give because they are asked, but research continues to tease out nuances about who, among those who are asked, responds with a gift. This quick overview offers findings released in 2012 about who gives and why.

They have money. The rich give, and some give as much as 9% of their income, according to a study sponsored by Bank of America/Merrill Lynch. The high-net-worth households also plan to maintain their giving, even in potentially difficult economic times. Despite having less money than men, overall, **Boomer women and older give as much as 89% more than equivalent men** (using controls for income, wealth, education, etc.).

The 'I's' have it: Several studies confirmed that donors give to "look good" in someone else's eyes. This could be literal, as when possible donors saw **images of eyes at a donation site**. It could also be indirect, as it was for college men who clicked more often in a **charity game when their results were posted**. People also give more when given a "benchmark" comparison to someone else's giving, as if to "Keep up with the Joneses." Further evidence that giving is about oneself: people considering bequests reflect on their lives to date, as shown by fMRI (brain scans). **A bequest gift is the last chapter of one's life story.**

Keep to one message. Despite the clear "mixed" motives of donors, one study shows clearly **that mixing "what you get" with "how your gift helps" in appeals drove gifts down**, compared to single-message communications.

Sometimes coming in second is great. We all realize that people give most where they know someone. But the charity to which people give the second-highest amount is likely one they learned about indirectly, from materials, on the Web, or from friends. Most importantly, “people who gave to different types of cause donated more in aggregate to their first two charities than did individuals who gave to organizations within the same sector (p. 17).” The study found that charity donors value variety in their giving and seek “cognitive balance” in philanthropy.

Ideas for application. Try a retention program that focuses on households with women. Emphasize altruistic reasons for giving, as women tend to be more interested in that approach. For acquisitions consider sharing lists with a group that aligns in some way but is in a different subsector. In major gifts, invite donors to share their stories about why they are engaged with you. Help them see how their image of themselves is reflected through their contributions to your organization.

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.

Why I'm Glad to Be a CFRE

with Alice L. Ferris, MBA, CFRE, ACFRE



Initially, my thought process about getting the CFRE was not very complex—my boss said it would be a good idea, so I requested the application! It made sense to me that, if there was a credential available for my profession, I should go after it. It was only after I started the certification process that I began to realize why I should get a CFRE: not only was it a good way to assess how much I had learned about the profession during the formative years of my career, but it was also a way to demonstrate to others that I was in this for the long haul.

When I applied for the CFRE, I had been in the profession as a full-time paid practitioner for five years. I was working as the Director of Development at Lowell Observatory, a private astronomical institution with a culture focused on learning, exploring, and discovery. I was reaching a point where many of the peers that I had started with in the nonprofit arena were moving on to jobs in other sectors. In contrast, I couldn't imagine my life without my work with nonprofits. Fundraising was something I wanted to do for my life's work, and I realized that obtaining the CFRE would support that goal.

Some people have asked me why I have kept my CFRE after obtaining the ACFRE. My answer is that each credential says different things about my commitment to the profession. I believe that while the ACFRE is a measure of your depth of knowledge and breadth of experience in the profession, it is ultimately a snapshot of the moment in time when you achieved the credential. (I describe it to donors as the “Ph.D. of fundraising.”) The CFRE, in contrast, with the requirement for ongoing recertification, is a measure of a person's current practice: Am I keeping up with new trends and strategies? Am I still being effective as a fundraiser? Because my MBA is in accountancy, the analogy I use is that the ACFRE is like getting a Ph.D in accountancy and the CFRE is like a CPA.

Since receiving my CFRE and subsequently my ACFRE, I have had opportunities to mentor and encourage many others in their certification journey. I have told every one of them: Think about your personal reasons for going through this. Is it about demonstrating your understanding of the body of knowledge in our profession? Because you want to make an ongoing commitment to professional development and teaching? To help ensure the constancy of your fundraising practice? To make a commitment to your career and profession? Whatever the reasons, the decision must be your own, and not the result of an external influence like “my boss told me to” or “I think I'll make more money.” Choose to commit to yourself and to your career growth, and I think you'll find the CFRE well worth the effort!

Alice L. Ferris, MBA, CFRE, ACFRE, a Partner at GoalBusters LLC, began her fundraising career at Wisconsin Public Television (WPT), where one of her first duties was blowing bubbles onto the set during pledge breaks for the Lawrence Welk Show. From these soapy beginnings, Alice moved on to positions in science and healthcare while also maintaining her connection to public broadcasting. In 2001, after the birth of her son, Alice founded a consulting practice that would become GoalBusters in 2006 after Jim Anderson joined as partner. She earned her CFRE credential in 1999 and the ACFRE credential in 2010.

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.

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, 2013** 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: I need extra time for my recertification. What do I need to do in order to take advantage of the six-month grace period?

A: Nothing!!

- If you have not submitted the required documentation as of the postmark deadline for your recertification date (e.g., 30 October for the 30 December recertification expiration), you will automatically be deferred into your six-month grace period.
- No additional action is required from you to activate your grace period.
- If you submit incomplete or non-verifiable information, you will automatically be deferred into your six-month grace period.
- Your six-month grace period ends exactly six months from your original postmark deadline (e.g., 30 April for the postmark deadline of 30 October).

All information submitted by candidates for recertification will be verified within the six-month grace period allotted. If complete information is not received and verified within the six-month grace period, your certification will expire and be removed. You would then follow the process of applying for initial certification. If you have any additional questions, contact Paul Cavazos at pcavazos@cfre.org or +1 703 820 5555 ext. 202.

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.

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

Did You Know?

Canadian Fundraising Facts (according to *Imagine Canada*)

- Canada's nonprofit and voluntary sector is the 2nd largest in the world; the Netherlands is the largest; the United States is the 5th largest
- there are an estimated 165,000 nonprofits and charities in Canada
- half of these (54%) are run entirely by volunteers
- 2 million people are employed by these organizations representing 11.1% of the economically active population
- the sector represents \$106 billion or 7.1% of the GDP (larger than the automotive or manufacturing industries)
- smaller provinces have a higher number of organizations relative to their populations
- the top 1% of organizations command 60% of all revenues

For more information, [click here](#).

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