



CFRE

CFRE International

Leading Edge

e-news for the CFRE community

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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 December 2012 class of CFREs.

**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

**Why I'm Glad to Be a CFRE**

with Christine Pieper, CFRE



I became a CFRE in 2003 shortly after a promotion to my first Director of Development position. I was raising millions of dollars a year for a science-based organisation, but felt like my youth and lack of academic credentials in the field were a disadvantage. Becoming a CFRE was a very effective way to demonstrate that I was knowledgeable about, and committed to, my profession.

I didn't choose a career in nonprofits; the career chose me. When I was a science undergraduate at McDaniel College, I took a job at a call center calling alumni soliciting gifts for scholarships. After I received my master's degree in engineering in 1994, I decided that an engineering career wasn't really for me. So I asked myself, what am I good at? I remembered the call center experience, and realized that I was not afraid to call people for money -- which is something that a lot of people don't like to do. So I joined the marketing department of a small nonprofit,

which was my first real official development job. A few years later, I accepted my first Director of

Development position.

Because I didn't have formal training as a fundraiser, I made an effort to educate myself. When I moved to Philadelphia, for example, I became involved with a local AFP chapter and attended the classes they offered, as well as a night class in fundraising at Villanova University. I don't remember when I first heard about certification, but I certainly kept bumping into it as I studied, and the idea eventually seeped in through osmosis.

I'll never forget the question that one of my good-humored board members asked me the first time he saw the initials after my name: "What's this 'safari' thing, anyway?" It gave me an opening to explain what stood behind the CFRE certification. How I had studied to pass the exam, used my volunteer time to learn best practices from other organisations, attended dozens of continuing education classes, and signed a pledge to honour our donors, organisation, and mission with an ethical approach to fundraising -- all while raising the millions that were expected of me. When I finished my explanation, it was clear to me that he had a new-found respect for the hard work of fundraising that we had agreed to undertake together.

Most fundraisers seem to have heard about the CFRE at some point in their careers, and I am often asked about the process -- how hard is the exam, how to prepare for the exam, and so on. They wonder whether it's the right thing for them. What I tell them is that there have been points in my career where I have been in control of my career path, and times that I have not. You can never really say with confidence that you know everything you need to know. For people who know, however, the CFRE is like a type of shorthand. They know what it is that you know, and you share a common language and body of knowledge.

I am proud to include "CFRE" after my name. It has given me many opportunities to educate donors, board members, and the public about my personal commitment to the nonprofit sector and the essential role that fundraisers play in its success. And I am quite sure that I've become a better fundraiser in the process.

*As the Director of Development at the **Microfinance Information Exchange (MIX)**, Christine Pieper, CFRE, is responsible for building relationships with current and potential supporters in the US and abroad, including foundations, corporations, and government agencies. Christine's prior experience includes foundation and government grant writing, capital campaign management, event planning, major gift programme development, and strategic planning at national and international nonprofits, including NatureServe, American Farmland Trust, Rare, and the Potomac Conservancy. She currently serves as vice president on the board of Rock Creek Conservancy. Since 2003, Christine has held the Certified Fund Raising Executive (CFRE) designation. Christine earned a B.A. in Chemistry and Physics from McDaniel College and a Master of Science degree in Engineering from the University of Pennsylvania.*

## **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. 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.*

## **CFRE Meetup in San Diego**

### CFRE MEETUP at the AFP Conference in San Diego

We have pinned down a location for the informal meetup for CFRE's at the AFP Conference in San Diego. We'll gather at the **Fox Sports Grill** at the Hilton Bayfront, which is next door to the Convention Center. (Walking distance!) The event will be from 5-7pm on Monday, 8 April. If you are interested in attending, email meetup organizer Jeff Stanger at [JeffStanger@CauseGeek.com](mailto:JeffStanger@CauseGeek.com), and he will send you an Eventbrite invitation. Thanks!

## 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!

## 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: How do I ensure that my contact information is current?**

**A:** We highly encourage new applicants and current CFREs to log in regularly to their CFRE online application. This allows you to review your contact information to ensure it is current, as well as add any professional or continuing education experience that you may have gained. Please confirm that the following is listed correctly:

- Name
- Mailing address
- Phone number
- Email address



- Current Employer

You may update this information at anytime by logging into your application at [www.cfre.org](http://www.cfre.org). If you have any additional questions, contact Paul Cavazos at [pcavazos@cfre.org](mailto:pcavazos@cfre.org) or +1 703 820 5555 ext. 202.

Follow us!

### Did You Know?

*Pro Bono Australia News* discussed a new study that reveals Australians' giving habits. *Giving in Australia Report 2012* revealed that 66% of respondents rated buying as part of a theme week as their preferred form of giving to charity, followed by 46% 'sponsoring a friend or relative in an event' and 38% choosing to donate online.

The report also found that just under half of respondents (47%) donated to charity several times a year, with the average donation amount being \$317. The research, carried out by Empirica Research in conjunction with Not for Profit, Building Better Lives, surveyed 800 Australians across the country in November 2012.

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