

CFRE

CFRE International



Leading Edge

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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 June 2012 class of CFREs.

**Message from the President and CEO**



Welcome to *Leading Edge*, CFRE International's new quarterly e-newsletter for CFRE certificants and stakeholders. Four times a year, *Leading Edge* will deliver to your inbox timely news, useful information, and interesting stories. Each issue will also profile a CFRE who will tell you, in his or her own words, why they chose to become and remain certified.

*Why Leading Edge?* In our Spring 2012 Certificant Survey, one of the clearest messages you sent was that you wanted to hear more from us, especially through e-mail and the CFRE International website. And we listened to you! In addition to *Leading Edge*, we're also launching two more quarterly e-newsletters: *CFRE Connect!*, which is aimed at philanthropic associations that endorse the CFRE certification process, 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 *Leading Edge*! We want to hear from you about how we can make it even better. 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 I'm Glad to be a CFRE**



I first received my CFRE in 1993 and have renewed it six times since then. My reasons for achieving and maintaining the certification have remained pretty constant over the ensuing years. I can think of four primary reasons that I became, and remain, a CFRE.

First, the people whom I respected most in the profession had "CFRE" after their names. They were successful, ethical people and they were helping to advance the fundraising profession. Second, the leadership of Gundersen Lutheran Medical Foundation expects all of us who are eligible for certification, regardless of our area of endeavor, to be credentialed. Therefore, it is not surprising that all of my fundraising colleagues who are eligible are also certified.

Third, I want to be a role model to other fundraising professionals, and I want to help demonstrate by my example that the CFRE credential is an important and worthwhile achievement. And finally, the CFRE is a very important credential to have for our public constituents and volunteers. It demonstrates a baseline

of understanding with regard to fundraising knowledge and practice, and it indicates to them that I uphold professional standards and ethical practice.

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*Since 1993 – the year he first received his CFRE – Philip G. Schumacher, ACFRE, CFRE, has served as the executive director of Gundersen Lutheran Medical Foundation in La Crosse, Wisconsin, which provides medical and health education, clinically based research, and community outreach for Gundersen Lutheran Medical Center. A volunteer with many non-profit organizations, Schumacher is the current Vice Chair of the Board of Directors for CFRE International and is a past Vice Chair of Member Services and Treasurer of the Association of Fundraising Professionals (AFP), which recently awarded him its prestigious Founder's Medallion. Schumacher has also served as a faculty member in the graduate Philanthropy and Development masters program at Saint Mary's University of Minnesota.*

**Want to share why you're glad to be a CFRE? Send us your story at [share@cfre.org](mailto:share@cfre.org).**

## 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: How do I keep track of my education, service and professional experience until my next recertification date?**

**A:** You can update your CFRE account online at anytime! We encourage you to track your recertification information and experience at least quarterly. This will make it much easier for you when it's time to recertify, as all of your experience will already be tracked. We ask that you do not create a new account or delete past entries, as this will cause you to lose the historical data in your profile. If you are unsure of your login information, contact Paul Cavazos at [pcavazos@cfre.org](mailto:pcavazos@cfre.org) or +1 703 820 5555 ext. 202.

## 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?

After the 2012 Olympic Games, four arenas, three 50-meter swimming pools and the water polo pools will be disassembled and rebuilt in other parts of the UK. All of the sports equipment used will also be donated to UK sports clubs and charities. This information was provided by [Royal Geographical Society](#).

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