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▶ Board of Directors Profile: Heather R. McGinness, CNM, CFRE



Heather R. McGinness, CFRE, will start her term of service on CFRE International's Board of Directors in 2014. Only 30 when she achieved her CFRE, Heather served as the Association of Lutheran Development Executives' representatives on the CFRE International Advisory Council. The experience shaped and inspired her to serve as member of the board. Now she is the Associate Director of Philanthropic Engagement at Lutheran World Relief and CFRE International's newest board member.

She views Board Membership as a way of giving back. "It seemed like a great way to give back to the profession. Once I attained my CFRE it opened up a lot of doors and set me up to be able to pursue a lot of opportunities that might not have been available. It's an expression of gratitude for all that I have achieved through certification." [Read More](#)



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LETTER FROM THE CEO



This year, nearly 40 individuals answered CFRE International's call for board nominations. Our Committee on Directorship was delighted to have such a large number of highly qualified individuals under consideration. It made their work in selecting the slate of candidates especially rewarding but especially challenging as well.

The slate that was presented to CFRE certificants for voting consisted of Heather R. McGinness, CNM, CFRE (1st term); J.A. Tony Myers, Ph.D., LLB, CFRE (2nd term); Leo Orland, FFIA, CFRE (2nd term); Philip Schumacher, CFRE, ACFRE (2nd term). The slate was approved overwhelmingly by 97.2% of those who participated in voting.

Other members of the board of directors for 2014 include Jlm Caldarola, CFRE (2nd term); Robert Driver, CFRE (2nd term); Sharon Gleason, CFRE, ACFRE (2nd term); Janice Gow Pettey, Ed.D., CFRE (2nd term); Marnie Hill, CFRE (1st term); Judy Markoe (1st term); and Roly Owers, M.A., M.Sc., CFRE (2nd term).

As always, thank you for your support of CFRE International and the CFRE credential, and best wishes for a joyous holiday season!

Best,



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

▶ Holiday Hours



In observance of the holiday season, the CFRE International office will be closed starting at 12:00 p.m. US Eastern on 24 December 2013. The office will reopen at 9:00 a.m. US Eastern on 2 January 2014.

ASK ALICIA



FAQ Answers From Our Certification Manager

Q: I'm having trouble accessing the online application. Please help!

A: If you are having difficulty accessing the new online application system, please contact succeed@cfre.org for log in assistance. Please check to be sure you are using one of the supported internet browsers: Google Chrome, Mozilla Firefox, Apple Safari and Internet Explorer versions 9 or later. Earlier versions of Internet Explorer are not supported.

If you are still having difficulty accessing the new online application systems, please contact succeed@cfre.org for log in assistance.

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▶ Dates to Remember

- 30 January 2014** Testing Window #1 Application Deadline.
- 22 February thru 12 April 2014** Testing Window # 1.
- 30 April 2014** Testing Window # 2 Application Deadline.
- 7 June thru 19 July 2014** Testing Window # 2.
- 30 June 2014** Testing Window #3 Application Deadline.
- 16 August thru** Testing Window # 3.

**20 September
2014**

30 September 2014 Testing Window #4 Application Deadline.

**18 October thru
6 December 2014** Testing Window # 4.

More with Heather R. McGinness, CNM, CFRE

As a younger CFRE, she understands the importance of growing the profession through younger donors. "It's important to show the value that the certification has. It demonstrates credibility and commitment. We need to reach out to young professionals to help make them aware that this is something out there that they could be working towards."

Heather believes that prospective CFREs will learn from the process as well. "As you prepare [for the exam] you may be working in one particular area, but it encourages you to grow and be familiar with a variety of aspects [of fundraising]. It really positions you well for the next step in your career. The CFRE is a practice-based credential, but it also demonstrates that you care enough about what you do that you want to learn about the profession collectively and you're committed to continuing learning about your profession."

The nonprofit sector is growing rapidly as a percentage of our workforce. The CFRE credential can help professionals distinguish themselves and help donors make more informed decisions. Heather points out, "As the market grows, it adds weight to your credibility, and having the CFRE behind your name shows that you're doing this in an ethical way. You're doing this with respect to the donors, the organization and the sector itself. I think that's a benefit to the employer as well as to the professional and most importantly to the donor. They can make a gift to that mission with confidence because they know the person approaching them is approaching them in the most ethical and knowledgeable way."

Fundraising is evolving and technology is driving some of those changes. She points out that the rise of mobile and new strategies online are driving "the push towards being more transparent and proactive and greater communication. And that's only a good thing. We have to be more intentional in communicating back outcomes to donors. It's not just about what you are doing now but what does this mean a year from now, 5 years from now, and 10 years from now? It means being more relationship focused than transaction focused. And that's ultimately what it's all about."

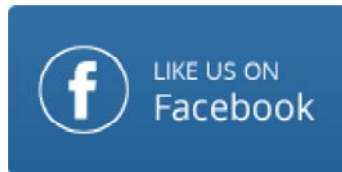
Because Heather works for an international relief and development organization, she understands the role technology is playing in keeping her donors informed. "It helps connect donors to the program and the mission and to the work more easily because not everyone can go out and see the work directly. But technology allows them to have interactions with the programs they are invested in. It allows them to see the programs and to even communicate with someone half way around the world through Skype. It helps to build relationships."

Going forward, the CFRE credential can be trusted measure of an organization and the people who represent it. "Having CFREs on your staff and being one yourself lends itself to a higher accountability and trust," she added.

As someone who has to hire fundraising professionals as well, looking for applicants with that credential is important to her because of the commitment to continuing

education that it represents. "I'm not interested in someone who thinks they have it all figured out and knows everything. I want someone who says this is where I am now and I want to be the best professional for this organization and doing so means I need to continue to have opportunities to learn and grow my skills. The philanthropic sector is continuing to evolve as the world around it changes. And the knowledge you have now should not be static. I'm also looking for someone who is committed to mission. There are a lot of people who can perform the basic functions of a fundraiser, but what sets someone apart is someone who has those skills and also has the passion."

There are two goals she would like to help CFRE International achieve during her tenure on the Board of Directors. "I would love to see a greater awareness of CFRE in general and specifically with employers to help them understand the value of hiring someone with a CFRE." She would also like to help CFRE continue to grow its global presence.



Certifying Fund Raising Executives - Setting Standards in Philanthropy

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CFRE International | 300 North Washington Street | Suite 504 | Alexandria | VA | 22314