



CFRE International
 Certifying fundraising executives
 Setting standards in philanthropy

Overview of Changes to Test Content Outline, Application Requirements, and Resource Reading List

Effective 1 January 2016

Test Content Outline

The Test Content Outline will be updated to reflect the Job Analysis that was finalized in 2015. The Job Analysis did not find any major shifts in the field of fundraising. However, the percentage of questions per domain will shift slightly to reflect Job Analysis results. The domain with the largest percentage shift was Securing the Gift (formerly 19% of exam questions; now 23%). The domain with the smallest percentage shift was Volunteer Involvement (formerly 8% of exam questions; remains at 8%).

Given these minor adjustments, candidates for the CFRE who used the prior Test Content Outline to prepare for the exam should have no difficulties with the exam form that follows the new Test Content Outline (below).

Domain 1: Current and Prospective Donor Research	14%
Domain 2: Securing the Gift	23%
Domain 3: Relationship Building	26%
Domain 4: Volunteer Involvement	8%
Domain 5: Leadership and Management	19%
Domain 6: Ethics, Accountability and Professionalism	10%

Resource Reading List

In order to keep resources up to date, all resources published prior to 2005 will be removed from the Resource Reading List.

Application Requirements

The CFRE exam tests the baseline knowledge of best practices in ethical fundraising that candidates should have mastered by the time they have achieved 5 years of employment as a fundraising professional. **The exam will continue to test knowledge at the 5-year level of professional experience.**

Changes to CFRE application requirements reflect the maturing of the profession and the profession’s global nature. Application changes also acknowledge the wide availability of educational options (such as undergraduate and graduate degrees in fundraising and nonprofit management, graduate level continuing education certificate programs, etc.) that accelerate an individual’s knowledge of best practices in ethical fundraising. Most of these educational options did not exist in 1981 when the CFRE credential was founded.

Given the maturation of fundraising as a global profession, application requirements for the CFRE credential will change as follows:

Professional Practice:

A minimum of **36 points** (the equivalent of 3 years of employment) within the last 5 years will be required for initial certification. (The former requirement was a minimum 60 points, which is the equivalent of 5 years of employment within the last 8 years.)

Because the CFRE examination will continue to test at the 5-year level of knowledge, applicants will be advised that choosing to apply after the minimum 3 years of employment as a fundraising professional represents an accelerated pathway to the CFRE credential. Fundraisers applying with less than 5 years in professional practice should have a record of significant study in fundraising (as indicated by an academic degree in the field or intensive certificate program) and/or significant transferrable experience. Applicants who do not have such a record are advised to delay their application until they have achieved a minimum of 5 years of experience as a fundraising professional.

Recertification requirements in this category do not change.

Professional Performance:

To acknowledge the disparity in value among worldwide currencies and the challenge of raising funds in developing economies, two changes will be made to the “Actual Funds Raised” component.

- 1 point will equal the equivalent of USD 25,000 raised. (Currently, 1 point equals 25,000 raised in the applicant’s own currency.)
- Applicants working in non-members countries of OECD (Organisation for Economic Co-operation and Development) may request an economic equivalency adjustment of an additional 1 point per the equivalent of USD 25,000 raised.

The above changes apply to both initial certification and recertification requirements.

Education:

To elevate recognition of the educational value of volunteer service, up to 10 points of service learning through volunteer experiences may be counted under Education.

The above change applies to both initial certification and recertification requirements.

Volunteer Service:

With the inclusion of service learning in the Education category as noted above, Volunteer Service will cease to be listed as a separate application requirement. Fundraising professionals do not have access to equally extensive networks for volunteer service worldwide. As a global credential, this change corrects significant regional bias within the CFRE application requirements.

The above change applies to both initial certification and recertification requirements.

CFRE International values volunteer experience and will continue to encourage applicants to engage in volunteer service.



CFRE INITIAL CERTIFICATION APPLICATION REQUIREMENTS COMPARISON

Changes effective in 2016 are highlighted

REQUIREMENTS	2015	2016
Professional Practice	60 points (equivalent of 5 years of employment) <ul style="list-style-type: none"> 1 point = 1 month of employment Points must be earned within the past 8 years 	36 points (equivalent of 3 years of employment) <ul style="list-style-type: none"> 1 point = 1 month of employment Points must be earned within the last 5 years <i>For those with less than 5 years of employment in fundraising, completion of an academic degree in fundraising and/or an intensive certificate program in fundraising is highly recommended.</i>
Professional Performance	55 points <ul style="list-style-type: none"> Points must be earned within the past 5 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Fundraising management project (5 points each) --Fundraising communications project (5 points each) --Actual funds raised. 1 point = 25,000 currency units of local currency 	55 points <ul style="list-style-type: none"> Points must be earned within the past 5 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Fundraising management project (5 points each) --Fundraising communications project (5 points each) --Actual funds raised. 1 point = <i>Equivalent raised in local currency of USD 25,000.</i> <i>--Fundraisers in non-OECD member countries may request 1 additional point for each point of Actual Funds Raised.</i>
Education	80 points <ul style="list-style-type: none"> Points must be earned within the last 5 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Continuing education in fundraising: 1 point for each hour attending professional development; 2 points for each hour spent teaching using previously developed material; 3 points per hour spent teaching using newly developed material. --Authoring: 5 points per article; 15 points per book chapter; 30 points per book. --Academic degrees: 5 points for Associate's degree; 10 points for a Bachelor's, Master's, or Doctoral degree. --Non-fundraising related continuing education (1 point per hour attending; maximum of 10 points will be counted). 	80 points <ul style="list-style-type: none"> Points must be earned within the last 5 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Continuing education in fundraising: 1 point for each hour attending professional development; 2 points for each hour spent teaching using previously developed material; 3 points per hour spent teaching using newly developed material. --Authoring: 5 points per article; 15 points per book chapter; 30 points per book. --Academic degrees: 5 points for Associate's degree; 10 points for a Bachelor's, Master's, or Doctoral degree. --Non-fundraising related continuing education (1 point per hour attending; maximum of 10 points will be counted). <i>--Service learning (2 points per year for each ongoing volunteer leadership role; 1 point per year for each instance of general volunteer service; maximum of 10 points will be counted).</i>
Volunteer Service	55 points <ul style="list-style-type: none"> Points must be earned within the last 3 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Board Officer = 20 points per year --Board Member = 15 points per year --Committee Chair = 15 points per year --Committee Member = 10 points per year --General Volunteer = 10 points per year 	<i>Volunteer Service is no longer a separate category.</i> <ul style="list-style-type: none"> <i>Volunteer Service is counted under Education category as Service Learning</i>



CFRE RECERTIFICATION APPLICATION REQUIREMENTS COMPARISON

Changes effective in 2016 are bolded

REQUIREMENTS	2015	2016
Professional Practice	30 points (equivalent of 2.5 years of employment) <ul style="list-style-type: none"> 1 point = 1 month of employment Points must be earned within the past 3 years 	30 points (equivalent of 2.5 years of employment) <ul style="list-style-type: none"> 1 point = 1 month of employment Points must be earned within the last 3 years
Professional Performance	40 points <ul style="list-style-type: none"> Points must be earned within the past 3 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Fundraising management project (5 points each) --Fundraising communications project (5 points each) --Actual funds raised. 1 point = 25,000 currency units of local currency 	40 points <ul style="list-style-type: none"> Points must be earned within the past 3 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Fundraising management project (5 points each) --Fundraising communications project (5 points each) --Actual funds raised. 1 point = <u>Equivalent raised in local currency of USD 25,000.</u> <u>--Fundraisers in non-OECD member countries may request 1 additional point for each point of Actual Funds Raised.</u>
Education	45 points <ul style="list-style-type: none"> Points must be earned within the last 3 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Continuing education in fundraising: 1 point for each hour attending professional development; 2 points for each hour spent teaching using previously developed material; 3 points per hour spent teaching using newly developed material. --Authoring: 5 points per article; 15 points per book chapter; 30 points per book. --Academic degrees: 5 points for Associate's degree; 10 points for a Bachelor's, Master's, or Doctoral degree. --Non-fundraising related continuing education (1 point per hour attending; maximum of 5 points will be counted). 	45 points <ul style="list-style-type: none"> Points must be earned within the last 3 years Points can be earned through any combination of the following: <ul style="list-style-type: none"> --Continuing education in fundraising: 1 point for each hour attending professional development; 2 points for each hour spent teaching using previously developed material; 3 points per hour spent teaching using newly developed material. --Authoring: 5 points per article; 15 points per book chapter; 30 points per book. --Academic degrees: 5 points for Associate's degree; 10 points for a Bachelor's, Master's, or Doctoral degree. --Non-fundraising related continuing education (1 point per hour attending; maximum of 5 points will be counted). <u>--Service learning (2 points per year for each ongoing volunteer leadership role; 1 point per year for each instance of general volunteer service; maximum of 10 points will be counted).</u>
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