



Top 10 reasons to become a CFRE

- 1. Certification grants you more credibility.** It serves as an impartial, third-party endorsement of your knowledge and experience against international standards in philanthropy. It adds to your credibility as a fundraiser and sets you apart from others.
- 2. Certification can improve career opportunities and advancement.** It can give you the “edge” when being considered for career opportunities. It identifies you as an employee who has demonstrated mastery of fundraising principles and techniques based on best practices.
- 3. Certification prepares you for greater on-the-job responsibilities.** It indicates willingness to invest in your own professional development. Certified professionals are aware of their profession’s changing environment and possess the desire to anticipate and respond to change.
- 4. Certification improves skills and knowledge.** CFRE certification showcases your individual mastery by confirming proficiency and knowledge in the field. It also requires recertification every three years, proving you stay ahead of the curve in fundraising.
- 5. Certification may provide for greater earnings potential.** Many CFRE certificants experience salary and wage increases based on their certification status. Studies show that, on average, CFRE certificants earn 17% more than their non-certified counterparts.
- 6. Certification demonstrates your commitment to the fundraising profession.** It shows peers, supervisors, and donors your commitment and ability to perform to set standards.
- 7. Certification enhances the profession’s image.** The CFRE certification program seeks to grow, promote and develop certified professionals, who can stand “out in front” as role models.
- 8. Certification reflects achievement.** CFRE certification is a reflection of personal achievement because the individual has displayed mastery of his or her field by meeting requirements and standards.
- 9. Certification builds self-esteem.** It is a step toward defining yourself beyond a job description or academic degree while gaining a sense of personal satisfaction.
- 10. Certification offers greater recognition from peers.** As a CFRE certificant, you can expect increased recognition from your peers for taking that extra step in your professional career.

For more information about becoming a CFRE,
visit our website at www.cfre.org