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