

COVID CALISTHENICS



Exercising your
mind.....
Developing your
craft



2019
Outstanding
Fundraising
Professional

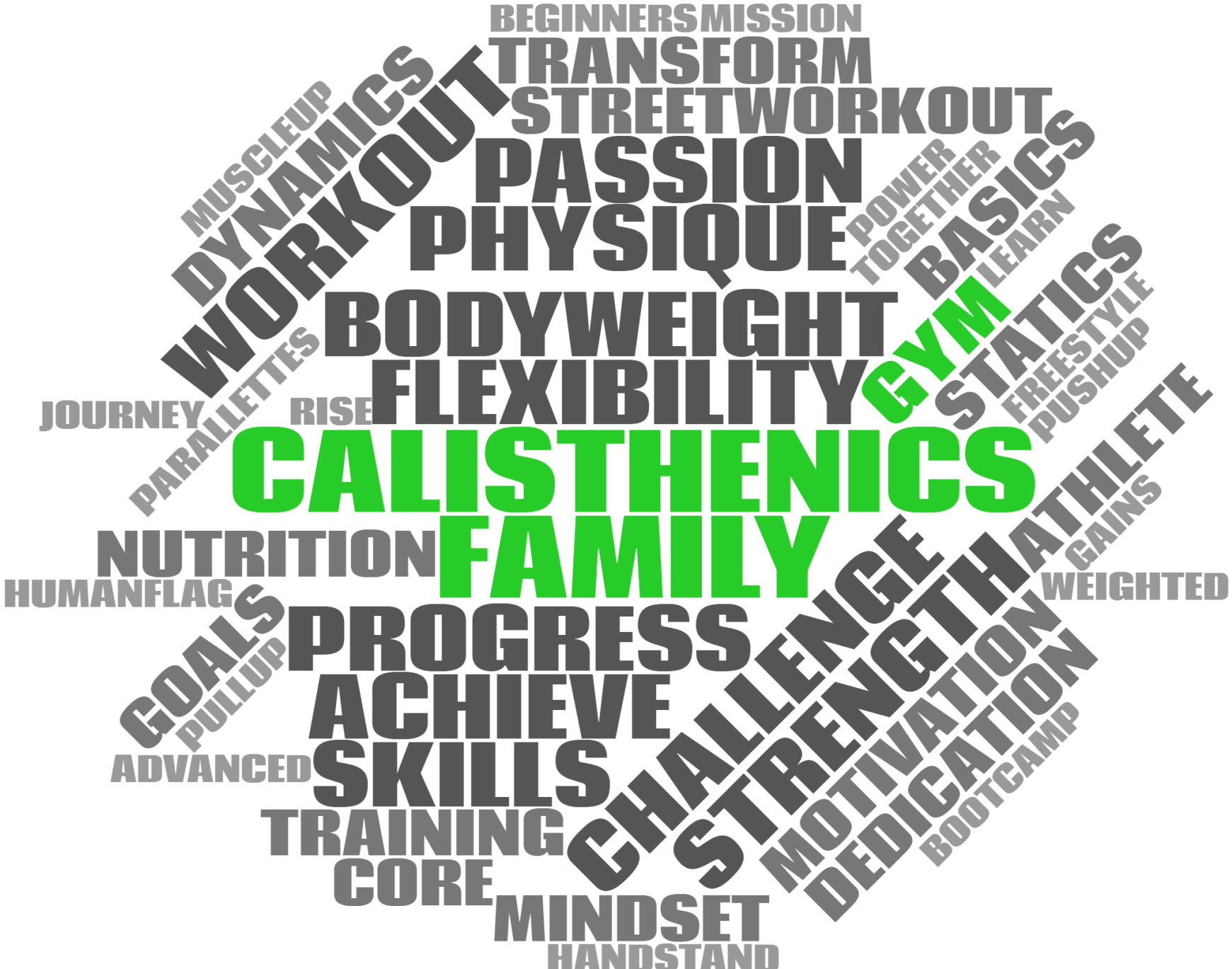


Lorelei Abernethy, MA, CFRE



Starting out
with your
workout

Fundraising Fundamentals



FORBES MAGAZINE

What better time to teach
our children the importance
of giving and gratitude than
the holidays?



We are
learning about
philanthropy in
new ways

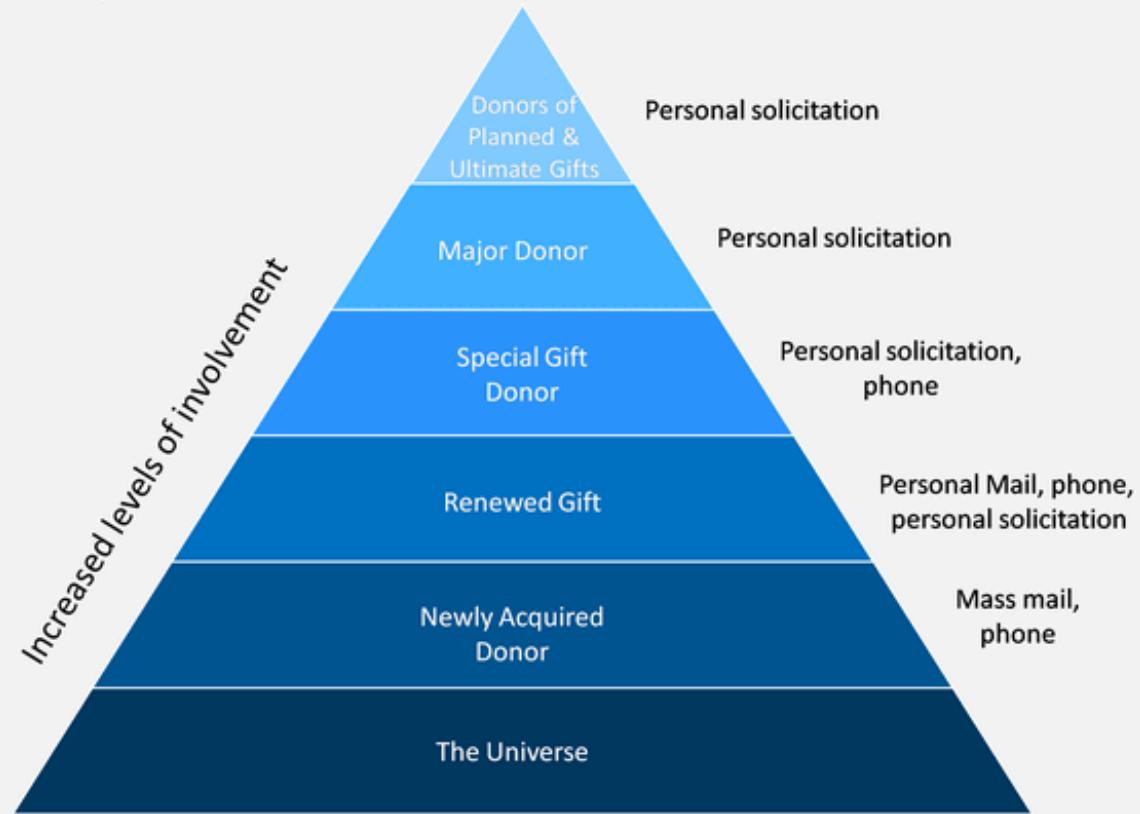


Elmo's Adventures in Spending, Saving, and Sharing

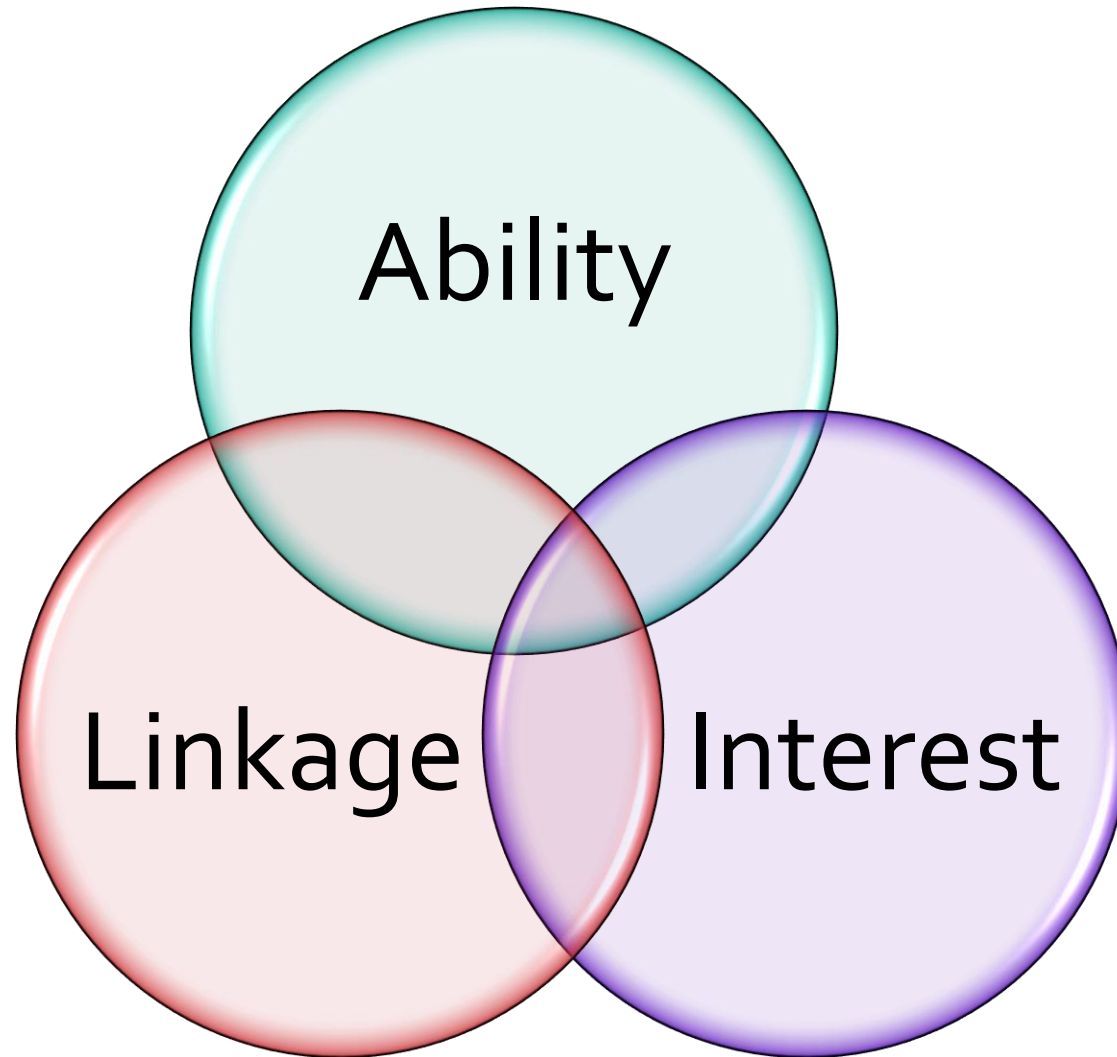


Donor Pyramid

DONOR CYCLE The Donor Pyramid



Principle of Influence for Fundraising



Is the CFRE
...right for me?



What is Certification?

- **Certification** - a **voluntary** process to recognize **individuals** for meeting standards set by a third party.
- Certification assures the public that an individual demonstrates specific knowledge required of a practitioner at a certain level
- Typically, certification is more strenuous than licensure.

What's the difference

Certification

- Results from an assessment process
- For Individuals
- Typically requires professional experience
- Individual mastery of knowledge usually through an examination
- Awarded by a third-party standard setting organization

Certificate

- Results for an educational process
- For individuals
- For newcomers and experienced professionals
- Indicates completion of a course or a series of courses with a specific focus
- Awarded by educational program or institutions

What's the difference

Certification

- Usually results in a designation (Eg. CFRE, CPA,
- Has ongoing requirements to maintain, holder must continue to demonstrate that they meet the requirements

Certificate

- Usually listed on a resume under education
- Is the end result, demonstrates knowledge of course content at the end of a set period of time

Certification Process

- Application - a written application with a point system to demonstrate your experience – online
- Examination – a standardized, multiple choice exam of 200 questions
- Accountability standards – promoting integrity, ethical behaviour and the Donor Bill of Rights
- Recertification – reassessment every three years required to continue to be certified

Application Eligibility Requirements

EDUCATION



- Continuing education courses in related areas
- Watch for this sign on courses and education sessions at local, regional, and international conferences

Application Eligibility Requirements

Professional Practice

- Five (5) years of experience as a professional fundraising staff member or a fundraising consultant

Professional Performance

- Demonstrated professional achievement
- Projects & \$\$\$ raised

Application Eligibility Requirements

- **Service** – Demonstrated commitment to the spirit of philanthropy through volunteer service
- Agree to uphold the ***Donor Bill of Rights*** and the ***CFRE International Accountability Standards***

Online Application

- Go to CFRE.org and click on MY CFRE and create an account using your email and a password of your choosing to create a secure online account
- Enter your data as you go through the form. The system allows you to log in and out while saving the information
- The form calculates your required points and turns green when you have reached the appropriate amount of points
- When you are ready to apply, and have your application evaluated you submit the application
- Setting up this account is free, you pay your application fee (currently US\$) and testing fee, once you have completed the application form and submitted

Certification Fees

The **initial certification** fess is **US\$ 875.00**

If you are a member of AFP, the fee is discounted to **US\$ 700.00**

Recertification fee is **US \$ 510.00**

Also discounted for AFP Members to **US\$408.00**

Timeline

You must submit your application 60 days prior to the start of the exam testing window

Receive an **Authorization to Test** letter to take the exam 30 days prior to the exam testing dates; OR request for further information

Make a reservation at an online testing location

Take the Test!

THE TEST!

The test is based on 6 areas or Domains of knowledge:

1. Current and Prospective Donor Research (14% - 28 items)
2. Securing the Gift (23% - 46 items)
3. Relationship Building (26% - 52 items)
4. Volunteer Involvement (8% - 16 items)
5. Leadership & Management (19% - 38 items)
6. Ethics, Accountability and Professionalism (10% - 20 items)

RESULTS!

- You will receive IMMEDIATE results of whether you have passed or failed the test at the testing centre.
- Pass requires a minimum of **500** (perfect score is 800)
- CFRE International uses a “criterion-referenced” exam model.
- You will receive a full report of your scoring in the mail

Why Certify?

*Courtesy:
Guy Mallabone,
MA, CFRE*

Global Philanthropic

1. Journey not a Destination
2. Personal Professional Development
3. Strengthening the Profession
4. Fund Development as the Core
5. An example to others
6. Personal Benefit
7. International Transferability
8. Strengthening Public Trust in the sector
9. Demonstrates long-term commitment
10. It's the right thing to do!

ACFRE

- The ACFRE is the top credential of the fundraising profession. It demonstrates advanced level breadth and depth of knowledge about the fundraising practice, a commitment to leadership in the sector, and a commitment to ethical and effective professional practice.

ACFRE

- The entire ACFRE program must be completed within two (2) years of the date that the ACFRE Certification Board accepts an application.
- A candidate may request one, one-year extension to his/her calendar at any time during the process.
- Upon completion of the four sequential components, the ACFRE Certification Board confers upon candidates the designation of Advanced Certified Fundraising Executive (ACFRE).

ACFRE

Eligibility

1. Currently working in the profession
2. Currently holds CFRE (or equivalent)
3. Adherence to the AFP Code of Ethical Standards and the Donor Bill of Rights
4. Minimum 10 years experience in the profession
5. BS/BA degree or equivalent experience
6. At least 15 contact hours of advanced organizational management courses and/or seminars
7. At least 15 contact hours of advanced organizational leadership
8. At least 10 hours of advanced ethics courses
9. Academic courses or Writing for the Profession
10. Membership & active participation in a field-related professional organization with demonstrated volunteer service to not-for-profit organizations

ACFRE

4 Part Process:

1. Application
2. Portfolio
3. Written Exam
4. Oral Exam

NANOE

- **Certified Nonprofit Executive (CNE)**
200 Multiple Choice Questions

Certified Development Executive (CDE)
150 Multiple Choice Questions

Certified Nonprofit Consultant (CNC)
100 Multiple Choice Questions

NANOE

- Any One Credential \$98
- Any Two Credentials \$148
- All Three Credentials \$198

- *ONCE YOU'RE CERTIFIED YOU'RE ALWAYS CERTIFIED.*
- No re-certification required as long as you maintain your annual membership with NANOE.▬

Graduate Programs

There are several programs, today highlight just two



Saint Mary's University of Minnesota



Philanthropy and Development, M.A. (Winona)

- The program is designed for experienced philanthropy professionals, who shaped by their ethical values, embrace the opportunity to become agents of change. Coursework will prepare the student for a senior leadership position in any non-profit organization.



Carleton University

Master of Philanthropy and Nonprofit Leadership

- Our students want to be leaders of change. They aspire to make philanthropy better to make our world better.
- The advantage of innovation and experience. The first of its kind in Canada, housed in Canada's oldest and largest [School of Public Policy and Administration](#).
- **The MPNL and DPNL offer:**
- A specialized set of skills including leadership, strategy, business, policy and fundraising
- Networks – each cohort is a mix of recent undergraduates and experienced professionals who gain lifelong collegial connections
- A blend of executive-style, online, and in-class courses allowing students to study while working and without relocating

Carleton University

- The [Master of Philanthropy and Nonprofit Leadership \(MPNL\)](#) consists of 7 required and 4 elective courses and an experiential 'capstone' project. Starting in the summer, it can be completed in five terms of full-time study (longer on a part-time basis).
- Students do not need to relocate to Ottawa. The MPNL begins with a two-week, executive-style Summer Institute (normally in July). The Summer Institute is an opportunity to learn from leading scholars, successful practitioners and audacious thought leaders, as well as from fellow students.



Carleton
UNIVERSITY

Your Professional Journey



THE JOURNEY CONTINUES

