AFP Professional Development Pathway

AFP programs help fundraising professionals learn and grow at every stage of their careers. The table below cross-references current programs, learning level, and career level.

<table>
<thead>
<tr>
<th>Learning Levels</th>
<th>Introductory/Foundational – Focus on building awareness and factual recall of the subject matter. Appropriate for learners with limited experience of the subject area.</th>
<th>Applied – Focus on enhanced understanding and comprehension of subject matter. Appropriate for learners with some experience seeking to build on, apply, or otherwise enhance existing knowledge using content in practical applications to master the</th>
<th>Strategic – Focus on application and implementation of highly technical, detailed, or theoretical subject matter. Appropriate for learners with substantial prerequisite knowledge seeking updated information, perspectives, and debate over opposing or contradictory concepts.</th>
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</thead>
<tbody>
<tr>
<td>Career Level</td>
<td>Novice (Entry - 4 years)</td>
<td>Mid Level (5 - 10 years)</td>
<td>Advanced/Senior Level (10+ years)</td>
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<td>Programs</td>
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<tr>
<td>Certifications/Credentials</td>
<td>CFRE credential (Administered by CFRE International)</td>
<td>ACFRE credential (Administered by AFP)</td>
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<tr>
<td>Classroom Learning</td>
<td>Fundamentals of Fundraising course -- Intro learning level</td>
<td>CFRE Refresher course -- Applied learning level</td>
<td>Donor Retention course -- Intro &amp; Applied learning levels</td>
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<tr>
<td>eLearning</td>
<td>Webinars -- varied topics; Intro &amp; Applied learning levels</td>
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<tr>
<td>Conference Learning</td>
<td>AFP ICON sessions -- varied topics; Intro, Applied, &amp; Strategic learning levels</td>
<td>AFP ICON pre-conference workshops -- varied topics; Intro &amp; Applied learning levels</td>
<td>AFP Leadership Academy sessions -- varied topics; Intro &amp; Applied learning levels</td>
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<tr>
<td>Publications &amp; Resources</td>
<td>Advancing Philanthropy articles -- varied topics; Intro, Applied, &amp; Strategic learning levels</td>
<td>Ready Reference books -- varied topics; Intro &amp; Applied learning levels</td>
<td>AFP/Wiley books -- varied topics; Intro &amp; Applied learning levels</td>
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