



AFP Professional Development Pathway

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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.

Learning Levels	Introductory/Foundational – Focus on building awareness and factual recall of the subject matter. Appropriate for learners with limited experience of the subject area.	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	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..
Career Level	Novice (Entry - 4 years)	Mid Level (5 - 10 years)	Advanced/Senior Level (10+ years)
Programs			
Certifications/Credentials		CFRE credential (Administered by CFRE International)	
			ACFRE credential (Administered by AFP)
Classroom Learning	Fundamentals of Fundraising course -- Intro learning level		
		CFRE Refresher course -- Applied learning level	
		Donor Retention course -- Intro & Applied learning levels	
		Fundraising Principles & Practice course -- Intro & Applied learning levels	
			Faculty Training Academy course -- Applied learning level
eLearning	Webinars -- varied topics; Intro & Applied learning levels		
	E-courses -- varied topics; Intro & Applied learning levels		
	Conference recordings from ICON & Leadership Academy -- varied topics; Intro, Applied, & Strategic learning levels		
Conference Learning	AFP ICON sessions -- varied topics; Intro, Applied, & Strategic learning levels		
	AFP ICON pre-conference workshops -- varied topics; Intro & Applied learning levels		
	AFP Leadership Academy sessions -- varied topics; Intro & Applied learning levels		
Publications & Resources	Advancing Philanthropy articles -- varied topics; Intro, Applied, & Strategic learning levels		
	Ready Reference books -- varied topics; Intro & Applied learning levels		
	AFP/Wiley books -- varied topics; Intro & Applied learning levels		
	Hot Topics -- varied topics; Intro learning level		
	Fundraising Effectiveness Project research reports -- varied topics; Intro & Applied learning levels		
	Nonprofit Research Collaborative research reports -- varied topics; Intro & Applied learning levels		