

The A - Z of becoming a



FAQs



- Application cost: US\$875 regular/US\$700 AFP member rate
- Candidate Handbook, Test Content Outline, Glossary available at www.cfre.org

Why become a CFRE?

- Demonstrate your fundraising knowledge to your colleagues, board, donors, and beyond
- Improve fundraising knowledge
- More valuable asset to your organization



Why become a CFRE?

- Personal challenge I wanted to take on
- Set an example for the team I manage
- Lifelong learner
- Increase earning potential



An investment that pays dividends

“[In the U.S.,] CFREs reported average salaries that were **between 7% and 15% higher** than their peers without a CFRE who had a comparable number of years of experience in fundraising.”

- 2020 AFP Compensation and Benefits Report



Start your application, for free!

The screenshot shows the CFRE website homepage. At the top left is the CFRE logo (CERTIFIED FUND RAISING EXECUTIVE). The navigation bar includes links for 'Find a CFRE', 'CFRE Job Center', 'Contact Us', and 'Login'. A dropdown menu is open under 'Login', with 'My CFRE Account' highlighted by a red arrow. Other menu items include 'About', 'Certification', 'Continuing Education', 'Study Aids', and 'Search CFRE.c'. Below the navigation is a large banner featuring a portrait of Daniel Prohaska, MA, CFRE, with the text: 'The CFRE's distinction as the global standard for nonprofit certifications sets it apart from other memberships and designations.' To the right of the banner is a 'Latest News' section with two articles: 'February 1 — CFRE International office closed February 17' and 'January 7 — CFRE International announces 2020 board of directors'. Below the news is an 'Application Deadline' section showing a countdown: 70 Days, 10 Hrs, 05 Mins, with a deadline of April 15, 11:59 p.m. ET. At the bottom, there are four icons representing 'My CFRE Account', 'My Education Finder', 'Requirements', and 'CFRE Central Community'. A red arrow points to the 'My CFRE Account' icon. In the bottom right corner, there is a 'Privacy & Cookies' link.



Education

- **80 points** earned within last 5 years



Education: Sessions

- **1 point** = 1 hour in a session
- **2 points** = 1 hour presenting a session with previously developed materials
- **3 points** = 1 hour first time you present new material
- 36 points max for presenting
- Up to 10 points max for attending relevant non-fundraising instruction
- Session must be at least 45 minutes to qualify



Education: Service Learning

- Up to 10 points = service learning (volunteering)
 - **1 point** per year per org as a volunteer
 - **2 points** per year per org on a committee or board



Education: Academic degrees

- **10 points** = per bachelor's, master's, JD, or doctoral degree
 - any year, any major
- **5 points** = per associate's degree
 - any year, any major
- Degrees can be earned at any time
- **40 points** max from degrees
- Degree not required to become a CFRE



Education: What counts?

- Webinars
- Lunch and learns
- Conferences
- Audio/video recordings of conferences
- Workshops
- Master classes
- Panel discussions
- Roundtables
- Academic courses
- Certificate courses
- Authoring




CFRE
CERTIFIED FUND RAISING EXECUTIVE

Education: What doesn't count

- Presentations you make for work (e.g., board presentations about your department, training staff)
- Presenting non-fundraising material
- Anything that happened more than 5 years ago (excluding academic degrees)
- Networking event
- Awards events
- Mentoring session
- Sessions less than 45 minutes in length





Subtract out

- All breaks/meals
- Networking time
- Receptions
- Any session you missed

Professional practice

- **36 points**
- **1 point** = 1 month
 - Consultants: Start counting from date of first client
- Worked in a paid professional fundraising role for 36 months out of last 5 years
- 50% or more of your duties fundraising-related
- 20 hours a week = 100% of your duties fundraising-related



Professional Performance

- **55 points** earned within last five years
- **1 point** = US\$25,000
 - Events: Report gross
 - Planned gifts: Must have been received or be an irrevocable pledge
 - Secured grants count





Professional Performance

- Can earn points through management and/or communications projects
 - 5 points per project
 - Must have start and end date
 - Not what you do week-in, week-out
 - Project examples on CFRE website

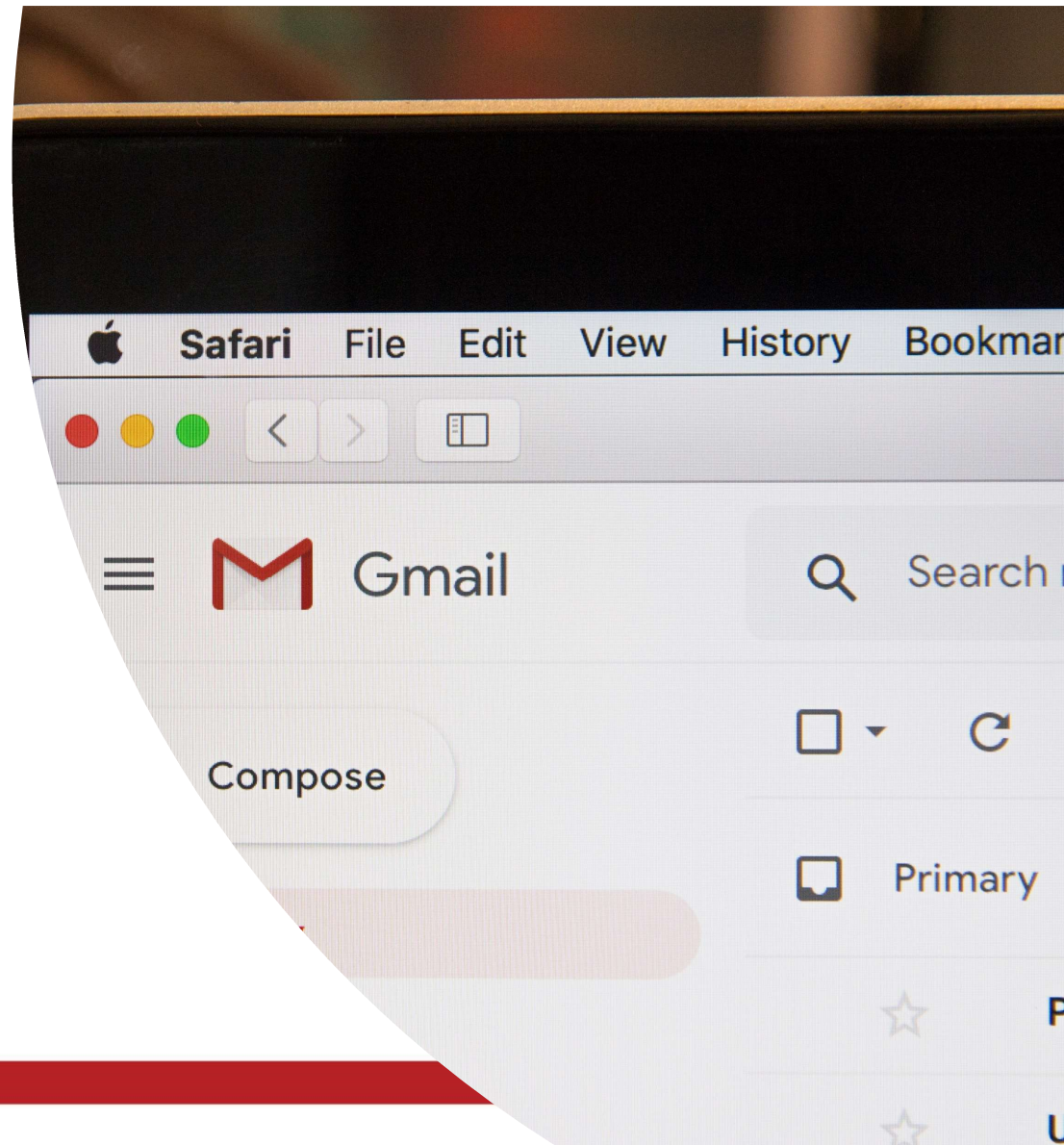




Update your application as you go

Storing documentation

- Use personal email
- Start “CFRE Proof” folder
- Save soft or hard copies of event agendas
- Keep all registration confirmation emails, agendas, receipts, etc. here



Initial certification cost

- US\$700 for AFP members
- US\$875 regular rate
- Pay when ready to submit application



Initial application fee includes



Application review
(no cost to resubmit)



All testing fees



Digital badge



Printing and mailing
your certificate



CFRE exam: Test windows

- Select test window in application
- US\$35 fee to change windows
- No fee if change needed due to COVID
- One year to sit for exam after application approved

Annual Testing Windows	Testing Dates	Application Deadline
#1	January 15 - March 15	January 15
#2	April 15 - June 15	April 15
#3	July 15 - September 15	July 15
#4	October 1 - November 30	October 1



How do I get started studying?

5 years or more of experience:
40 hours of studying at minimum

Under 5 years of experience:
80 hours of studying at minimum

Determine what you need to study:

- Resource Reading List
- Rent, borrow, buy, listen



Six Knowledge Domains

Topic	Number	Percentage of Exam
Current and Prospective Donor Research	28 Items	14%
Securing the Gift	46 Items	23%
Relationship Building	52 Items	26%
Volunteer Involvement	16 Items	8%
Leadership and Management	38 Items	19%
Ethics, Accountability, and Professionalism	20 Items	10%

Breakdown of Knowledge Domains in Test Content Outline

Domain 1: Current and Prospective Donor Research (14%–28 items)

Tasks

1.1 Develop a list of prospective donors by identifying individuals, groups, and entities, such as foundations, corporations, and government agencies, with the linkage, ability, and interest to give in order to qualify prospective donors for further research and cultivation.

1.2 Implement and utilize a secure data management system to ensure data privacy, store information on current and prospective donors, and enable segmented retrieval and analysis.

1.3 Collect and analyze current and prospective donor information including demographics, psycho-graphics, interests, values, motivations, culture, ability, giving and volunteer history, relationships, and linkages to select potential donors for particular projects and fundraising programs.

1.4 Rate current and prospective donors on linkage, ability, and interest to prioritize and plan cultivation and solicitation.

1.5 Communicate and validate relevant donor information with key organizational stakeholders to establish a plan of action for engagement, cultivation, solicitation, and stewardship.

Key Knowledge Areas for Above Tasks

- ▶ Indicators that identify trends and define characteristics such as the socioeconomic status, giving history, generation, gender, and culture of a constituency
- ▶ Donor acquisition and retention principles
- ▶ Sources of financial support such as individuals, corporations, grant-making bodies, foundations, governmental agencies, and gaming
- ▶ Types of information needed to identify prospective donors and determine specific fundraising strategies
- ▶ Donor profile components
- ▶ Indicators of the donor's ability to give, linkage, and interest
- ▶ Donor giving patterns such as recency, frequency, renewal rates, and value
- ▶ Data analysis techniques such as statistical analysis, data mining, and segmentation
- ▶ Data gathering techniques such as surveys, focus groups, interviews, and social networking
- ▶ Elements of a comprehensive data management system including data capture, storage, retrieval,

Resource Reading List

- Pick 1 – 3 books from Resource Reading List based on which knowledge domains they address
- Borrow books from library or new CFREs
- Request employer to purchase for your team
- Divide and conquer with others in your study group



Free resources

- Available at www.cfre.org
- My Education Finder
- Test Content Outline
- Study plan template
- Study groups
- CFRE Central
- Candidate Handbook
- Glossary
- Link to “CFRE exam: Setting yourself up for success” video on our YouTube channel



What's the CFRE exam like?

- Exam is global
- Computer-based
- No country-specific questions
- Written at 5-year practice level
- 200 multiple-choice questions
 - 4 options per question
 - Best practice
 - Best answer



What's the CFRE exam like?

- 4 hours to sit for the exam
- Every question ties back to a point on Test Content Outline
- Move backwards & forwards
- Score range: 200 – 800
- 500 is passing score
- Information on how exam is scored available on CFRE website

Breakdown of a question

What considerations must be made when accepting a non-cash gift (securities, property, etc.)?

1. The likelihood of the property being sold for cash.
2. The value of the gift and tax implications of accepting it.
3. The gift's appropriateness relative to the organization's gift acceptance policy.
4. The timing of the gift relative to the annual campaign.





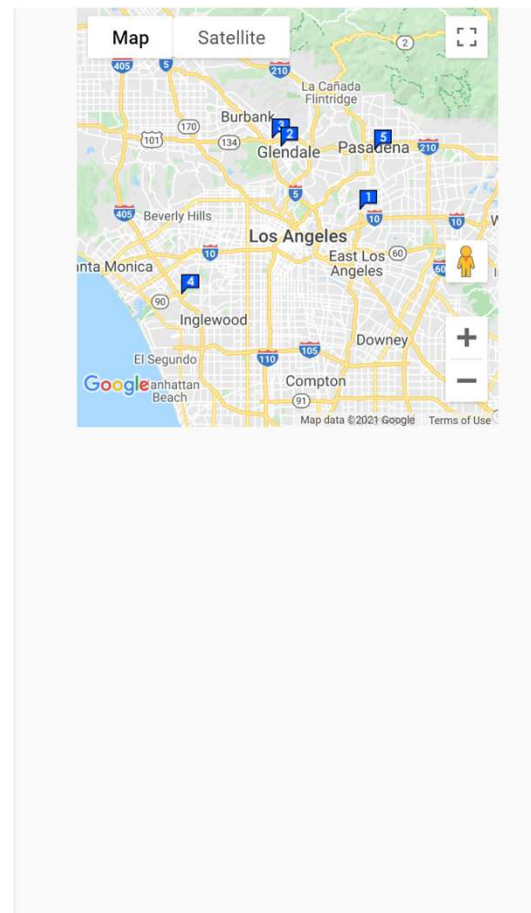
Two exam options

Your home or office with OnVUE

In-person at a Pearson VUE test center

www.pearsonvue.com/cfre

Test Centre	Distance
Pearson Professional Centers-Alhambra (LA) CA 1000 South Fremont Ave A7 Building, Suite 300 Alhambra, California 91803 United States Test Centre Information	5.6 mi
Integrated Digital Technologies Corp. 138 N Brand Boulevard Suite 200 (Second Floor) Glendale, California 91203 United States Test Centre Information	6.6 mi
Brand Consulting Group, LLC 529 Hahn Avenue Suite 101 Glendale, California 91203 United States Test Centre Information	7.4 mi
Pearson Professional Centers-Culver City CA 300 Corporate Pointe Suite 200 Culver Pointe Culver City, California 90230 United States Test Centre Information	9.1 mi
Pearson Professional Centers-Pasadena (LA) CA 70 S. Lake Avenue Suite 840 Union Bank Building Pasadena, California 91101	9.1 mi



When you finish

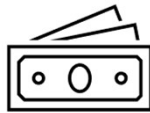
- Score appears immediately
- Won't see what questions you got right or wrong
- Confirmation email within one business day from CFRE International
 - Add CFRE to your business cards, LinkedIn profile, email signature, etc.
- Certificates mailed monthly
- Digital badge within a week



Retaking the exam



30-day wait period



\$375 retake fee



Maximum three attempts on one application



Study thoroughly the first time



Recertification

- Every 3 years
- Online application
- Cost:
US\$510 regular price
US\$408 for AFP members
- No exam



A black mug filled with coffee sits on a white surface. To its left are three silver paper clips arranged in a diagonal line. To its right is a black pencil with a white eraser and a small white eraser block. The word "Recertification" is written in red text in the lower-left quadrant of the image.

Recertification

- 45 points in continuing education
- 30 points in professional practice
- 40 points in professional performance



Speak to a CFRE Ambassador

Email share@cfre.org

Talk to your boss

- Over 50% of CFREs say their employer paid all or part of initial certification fee
- Build into your next job's contract
- Purchase books
- Day off before exam
- Invest in staff to be even more proficient in their roles



Next steps

- Start your application
- Log as much information as you can
- Keep track of education points as you earn them



Thank you!

succeed@cfre.org

"Holding the CFRE designation allows you to provide critical insight into the ever-evolving world of fundraising. Our industry appreciates that you have taken the time to become the best at what you do."



– **Andre T. Butler, CFRE**
Kansas City, MO
United States

