

The CFRE logo is displayed in a large, bold, yellow font with a trademark symbol (TM) to the upper right of the letters.

CFRE, the certification for fundraising professionals in co-operation with leading charitable and not-for-profit organisations in the UK, Australia, Canada, New Zealand and the USA.

Are you a world-class professional fundraiser operating in the UK?

If you are, now is the time to become a **Certified Fund Raising Executive.**

You know you are a fundraising professional with skill, experience, ethics and professionalism.

Now it's time to let others know it too.

The CFRE standard is the internationally recognised certification for fundraising executives.

It's the best way to make a statement of commitment to the highest standards of ethical conduct and performance.

The fundraising standard/certification for all recognised UK fundraisers.

MORE INFORMATION?

For more information about eligibility requirements:

Visit
www.cfre.org

Email
enquiries@afc.org.uk

Telephone
++44 (0)1582 762 446

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A key aim of the Association of Fundraising Consultants (AFC) is to ensure the highest possible quality and standards of practice amongst fundraising consultants in the UK.

This is achieved in two ways:

- AFC members are evaluated at entry to membership and on a continuing basis, and are subject to an enforceable code of practice.
- AFC members and their staff are encouraged to participate in ongoing professional development.

AFC has been in the forefront of promoting the international fundraising certification known as “Certified Fund Raising Executive” (CFRE) in the UK as a valuable option for professional development. Certification comes as a result of passing an examination based on fundraising law and practice in the UK. To qualify for the exam, a candidate must be able to demonstrate at least five years’ fundraising experience, as well as meeting specific requirements of professional development, education, service and fundraising performance.

If you would like more information about CFRE, or if you would like to talk to an accredited CFRE, please contact AFC (contact details on the back page). Think about how your own personal development can promote the highest possible quality and standards of practice in fundraising.

Stefan Lipa
Chair
Association of Fundraising Consultants

If you have worked for a minimum of five of the last eight years in positions where at least half of your time was spent in charitable fundraising, you are eligible to become a Certified Fund Raising Executive.

There are **TWO STEPS** to CFRE certification: completing an application and taking an examination.

Step One – Your Application

Create a personal application account on the CFRE website at www.cfre.org. On the form, summarise your employment history and detail your experience. Print, sign and post the completed application. You don’t need to provide portfolios of your work or certificates to confirm your qualifications now; verification is undertaken later.

You are simply required to score sufficient points for your work over the five-year period in each of the following areas:

Education – 80 points

Points are awarded for both academic and continuing education as well as for work undertaken in teaching and publishing on fundraising-related subjects.

Professional performance – 55 points

Points are accumulated for actual amounts raised (one point per £25,000); for major communication efforts such as public relations campaigns, and management projects such as long range strategic planning that relate directly to fundraising (five points for each project).

Service – 55 points

Points are earned through participation in professional associations and community organisations undertaking committee work or community service.

As part of your application, you’ll also be required to make a declaration that you agree to uphold the highest professional and ethical standards, recognised by leading charitable organisations worldwide: the Donor Bill of Rights (developed by AAFRC, AHP, CASE, and AFP). A copy may be viewed at the following URL: <http://www2.guidestar.org/rxg/give-to-charity/donor-bill-of-rights.aspx>

You may now lodge your application for evaluation to ensure you fulfil the minimum requirements for undertaking certification.

Step Two – The Examination

After your application has been evaluated you will be notified of the arrangements for taking the exam. The multiple choice, four-hour exam is designed to assess your knowledge of fundraising practice in six areas:

- Current and Prospective Donor Research
- Securing the Gift
- Relationship Building
- Volunteer Involvement
- Management
- Accountability

Once you have successfully completed the exam, you will achieve your certification as an accredited CFRE.

Recertification

As a CFRE you will need to keep up-to-date on the latest fundraising professional practices. Every three years you will be required to recertify by completing a fresh application form and securing sufficient points in each area. You will not need to retake the examination.

Fees

Fee payments can be made on submitting your application by credit card or bank cheque. Further details of costs for certification and recertification can be found on the CFRE International website: www.cfre.org



AFC is the only European-based participating organisation in the CFRE programme. Please visit www.afc.org.uk for more information on member firms and eligibility requirements.

“The CFRE certification is the only one that is recognised overseas (including Australia, USA and Canada) and being able to put CFRE after your name is clear evidence that you are among the most experienced fundraising professionals in the world.”

Roly Owers, CFRE, Chief Executive, World Horse Welfare

“It’s the accreditation that every fundraising professional who seeks to be the best they can be, should aspire to. Having it doesn’t in itself make you a better fundraiser, but it does mean that you take continuing professional development seriously and you’re not complacent about your abilities.”

Graham Papenfus, CFRE, Development Director, Ipswich School

“CFRE is the ideal certification for the busy working professional. You can bring yourself up to speed in those areas not covered by your practical working experience pretty swiftly and in your own time.”

Peter Dalton, CFRE, FFIA, Director of Fundraising, Addenbrooke’s Charitable Trust (ACT)

“In an increasingly competitive profession, being a CFRE gives me a real edge. It’s tangible evidence of my commitment and professional expertise as a fundraising practitioner. Recertification every three years also keeps me up to the mark.”

Andrew Day, CFRE, Group Chief Executive, Compton Fundraising Consultants

CFRE™