



The Certified Fund Raising Executive (CFRE) Credential

The Certified Fund Raising Executive (CFRE) is the primary credential that declares the holder as a career professional proficient in the practice of fund raising. Conferred by the independent 501c6 organization CFRE International, the credential certifies fundraising professionals who demonstrate the knowledge, skills and commitment to the highest standards of ethical and professional practice while serving the philanthropic sector.

TOP 10 REASONS TO OBTAIN YOUR CFRE

- 1 Certification increases credibility.** Certification serves as an impartial, third-party endorsement of your knowledge and experience against international standards in philanthropy. It adds to your credibility as a fundraiser and sets you apart from other professionals.
- 2 Certification can improve career opportunities and advancement.** Certification can give you the “edge” when being considered for a promotion or other career opportunities. Certification clearly identifies you as an employee who has demonstrated mastery of fundraising principles and techniques based on accepted best practices.
- 3 Certification prepares you for greater on-the-job responsibilities.** Certification is a clear indicator of your willingness to invest in your own professional development. Certified professionals are aware of the constantly changing environment around their profession and possess the desire to anticipate and respond to change.
- 4 Certification improves skills and knowledge.** Typically, achieving certification requires training, study and “keeping up” with changes. Certification showcases your individual mastery by confirming proficiency and knowledge in the field. Certification also requires recertification every three years, proving you stay ahead of the curve in fundraising.
- 5 Certification may provide for greater earnings potential.** Many fundraising professionals who have become CFRE experience salary and wage increases based on their certification status. Studies show that on average CFRE certificants earn 17% more than their non-certified counterparts. In addition, CFREs are in high demand internationally.
- 6 Certification demonstrates your commitment to the fundraising profession.** A CFRE shows your peers, supervisors and, in turn, donors your commitment to your chosen career and your ability to perform to set standards.
- 7 Certification enhances the profession’s image.** Certification grows, promotes and develops professionals who are role models in the fundraising field.
- 8 Certification reflects achievement.** Certification is a reflection of personal achievement because the individual has displayed mastery of his or her field by meeting requirements and standards set in the field of philanthropy.
- 9 Certification builds self-esteem.** Certification is a step toward defining yourself beyond a job description or academic degree while gaining a sense of personal satisfaction.
- 10 Certification offers greater recognition from peers.** As a CFRE, you can expect increased recognition from your peers for taking that extra step in your professional career.

DOES IT PAY TO BECOME CERTIFIED?

- In the U.S., CFREs earn 17% more than their non-certified colleagues. The average salary of a CFRE in the United States is \$85,032.
- In Canada, CFREs earn 36% more than their non-certified colleagues. An average salary for Canadian CFREs is \$81,862.

Statistics courtesy of the 5th Annual Compensation and Benefits Study conducted by the Association of Fundraising Professionals (AFP) – January 2005

SOME FAST FACTS:

- Total Number of CFRE Certificants: 5,404
- United States 4,527 Canada 737 Australia 73
 United Kingdom 36 New Zealand 19 Other 12
- Gender: Male 34%
 Female 66%

Hawaii CFREs: 15

Please contact S. Sanae Tokumura, ACFRE, APR, if interested!

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In the meantime, explore the whole process at www.cfre.org/

Aloha Chapter

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