

# CEFL or CFRE: *Which Certification is Right for YOU?*



# About Us



## **Teresa Benden, CFRE**

*Executive Director*

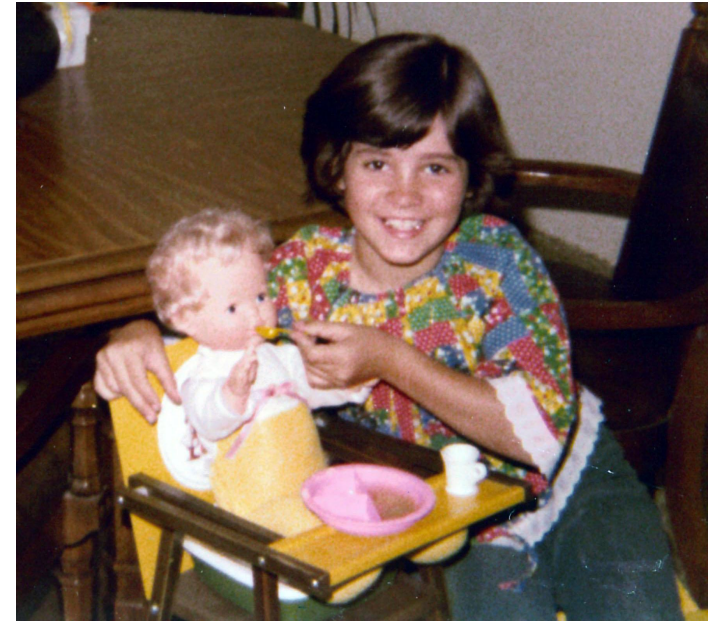
*College Station ISD Education Foundation*

Foundation Info:

\$1.2 million annually raised

28 board members

14,700 students in district



## **Jerri Monbaron, CEFL**

*Chief Community Engagement Officer - Humble ISD*

*Executive Director - Humble ISD Education Foundation*

Foundation Info:

\$2.2 million annually raised

31 board members

49,022 students in district

Why We  
Chose  
Our Option



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Everyone Deserves A Fair Slice

# Certified in Education Foundation Leadership

- Offered through the National Association of Education Foundations
- Only certificate program designed exclusively for education foundation leaders and executives



# CEFL

- Six courses, offered online in an asynchronous format:



Leadership & Planning

Marketing

Legal & Finance

Board Development

Resource Development

Collaboration

# CEFL

- Four week courses that are self paced with weekly deadlines
- Optional weekly check-ins over Zoom to connect in real time with instructors and peers from across the country
- There is a “flex” week between each course
- Entire program can be completed in about 7.5 months.

*“I like the aspect of learning not only from the instructors, but also from others in the course. They brought up things from their own experience and organizations that really made me think outside the box.” – 2022 CEFL Participant*

# CEFL

- Prerequisite - must be a member in good standing with NAEF and maintain active membership to retain certification.
- Your TEFN membership pays for your NAEF membership
- If you are no longer employed with a foundation but want to keep your certification, annual membership cost for NAEF is \$175 annually.



# CEFL

- Cost is \$3,000. You have two options to pay:
  - Pay in full and receive a 10% discount (\$2,700)
  - Pay \$500 for each course as you go
- Next full program runs from April 23rd and concludes November 19th.
- **Registration for next course closes April 16, 2023.**

# CEFL Capstone Projects

- Strategic Plan - Leadership and Planning
- Marketing Plan with analysis of social media analytics - Marketing
- Analysis of the budget process for our Foundation - Legal and Finance
- Board manual - Board Development
- Funding Proposal - Resource Development
- Collaboration Plan - Collaboration

# What is the CFRE?

Certified Fund Raising Executive

A voluntary credential that is recognized worldwide, the CFRE signifies a confident, ethical fundraising professional.

## Mission of CFR

CFRE International certifies experienced fundraising professionals aspiring to the highest standards of ethics, competence and service to the philanthropic sector.



# Does it Pay to Become Certified?



- Looking back to data from 1981, there is a strong correlation between CFRE certification and increased salary potential
- Fundraisers earn on average 5-16% more than non-certified colleagues with comparable experience.

# Part 1: Application

## Document information in three categories:

(must be within the past 5 years except for degrees received)

### Education

- Teaching or attending continuing education
- Authoring articles/books
- Academic degrees



### Professional Practice

- Must be or have been employed full-time for a min. of 3 yrs. as a professional member of a fundraising staff or as a fundraising consultant to nonprofit organizations; at least 50% of their job duties and responsibilities must consist of fundraising activities, resource development, and/or the management of fund development

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### Professional Performance

- Actual funds raised
- Communications projects
- Management projects

# Part 2: The Exam

## 1. Submit application & Get Testing Window

- Example: Application Deadline April 15 with Testing Dates April 15 – June 15

## 2. Pay Fee

- \$875 for exam

## 3. Study! Study! Study!



# CFRE Content Areas of Exam

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

Domain 2: Securing the Gift (23%–46 items)

Domain 3: Relationship Building (26%–52 items)

Domain 4: Volunteer Involvement (8%–16 items)

Domain 5: Leadership and Management (19%–38 items)

Domain 6: Ethics, Accountability, and Professionalism (10%–20 items)



# Best Ways to Prepare for Exam

- ▶ CFRE Exam Compass Study Guide
- ▶ Glossary of Fundraising Terms
- ▶ Practice Exam
- ▶ Resource Reading List

Achieving Excellence in Fundraising (5<sup>th</sup> ed.)

- ▶ Study Group

Jack Alotto - [alottojack@gmail.com](mailto:alottojack@gmail.com)





# Once you've passed the exam...

- Your CFRE certification is good for 3 years.
- Must renew every 3 years to keep certification by meeting professional experience and continuing education standards

Next Cycle: April 15 - June 15



# CEFL & CFRE At a Glance

|             | <b>Prereqs.</b>  | <b>Costs</b>            | <b>Time Commitment</b>                                 | <b>Process</b>  | <b>Certification</b>                           | <b>Level of Recognition</b>          |
|-------------|--|-------------------------|--|---|--|--------------------------------------|
| <b>CEFL</b> | NAEF Member in good standing                                       | \$3,000 for six courses | 7.5 months   | Completion of 6 courses; no final exam; 6 outputs for your Foundation | Good for life as long as you are a NAEF member | Within Education Foundation Entities |
| <b>CFRE</b> | Min. 3 years in professional fundraising position.<br>Rec. 5 years | \$875 for test          | 3 months from the time you apply<br>Can study prior to | Must meet application req. and then be approved to take exam          | Must recertify every 3 years<br>\$510          | Across all Nonprofits                |

# Websites



- National Association of Education Foundations  
Certified Education Foundation Leader  
<https://www.educationfoundations.org/Certification>
- Certified Fund Raisers International  
<https://www.cfre.org/>



# Questions/Comments



# Contact Information

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