The Value of a Certified Fundraising Executive

Q&A with Amy Parrott, CFRE, CSPG; San Diego Zoo Global

Q: I’ve heard that AFP is offering an all-day workshop Sept. 26th in San Diego to prepare development professionals to get their CFRE. What is a CFRE?

It stands for Certified Fund Raising Executive, a distinction that demonstrates commitment to the highest ethical and professional fundraising standards, along with a high level of competence and service to the philanthropic sector.

Q. How would it help me? Earning your CFRE shows commitment to the fundraising profession, can improve career advancement and increase salary potential, and reflects personal and professional achievement and expertise.

Q. Tell me about the exam itself. Is it hard; how long is it, when/where is it offered, how much does it cost? It is 4 hours and consists of 200 multiple-choice questions. It is a generalist exam that expects you will have a basic working knowledge of a variety of fundraising techniques and practices. The fee for initial certification for AFP members is $700.

Q. What do I need to do to apply to take the exam and how long does it take to hear back? First, fill out the online application and make sure you have enough professional practice, education and personal performance to qualify to take the exam. Once your application is approved by CFRE International, you can sign up to take the exam. There is then a two-month window during which you can take the exam. At the end of the test, you are told immediately if you have passed. For additional questions contact Georgia.Ringer@afpsd.org

NOTE: The CFRE certification process is independent of membership in AFP; participating organizations include the Association for Healthcare Philanthropy, Partnership for Philanthropic Planning, United Way Worldwide and many others.

VOLUNTEER OPPORTUNITIES

Resource Development
Secure NPD and chapter support. Contact Dale Ganzow, VP, at dganzow@sdbj.com

Community Relations
Make a difference by serving as associate editor of this newsletter! Contact Lisa Ritchie, VP, at lritchie@netzelgrigsby.com

Inclusion Committee – Contact ddawson@ucsd.edu with inquiries.
New Children’s Museum Expands Development Team

The New Children’s Museum in the heart of San Diego’s Marina District, is expanding its team by bringing on board Jane Rice as Vice President of Advancement and Erin Decker on board as Vice President of Development. As the museum looks forward to its 10th anniversary and embarks on a bold, five-year vision, the Museum is looking to their expertise in philanthropy and stewardship to build capacity and expand reach in the community.

The Museum’s unique approach of collaborating with contemporary artists to create room-sized interactive installations continues to resonate with locals and tourists alike and admissions are 40% higher than last year. “The kind of growth we’ve experienced over the past couple of years requires stellar leadership with a strong vision for the future,” said Judy Forrester, CEO and Executive Director since late 2015. “With their demonstrated success in San Diego and beyond, Erin and Jane complement our talented senior team as we prepare for continued growth.” Jane has had a rich arts career in New York and San Diego, the last eight years at the San Diego Symphony. Decker has worked for more than a decade in nonprofit development, most recently as Senior Associate Director of Development at the La Jolla Playhouse. Kudos to Jane and Erin, both AFP members.

Increase Your Visibility as a Leading Nonprofit

Sponsor National Philanthropy Day

November 14th, 11 to 1:30 p.m. at the Del Mar Fairgrounds

Visit AFPSD and click on NPD sponsor information or contact Dale Ganzow or Georgia Ringler

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Reach Outstanding applicants for Your Open Position by posting on the AFPSD website. For $100 (member rate) your ad will run for 90 days. For more information contact Georgia.Ringler@afpsd.org

Boys & Girls Clubs of Greater San Diego – Marketing and Communications Specialist responsible for building public awareness about the 19-site organization through marketing, advertising, social media, the website, brochures, presentations, shooting videos and photos. Contact Michelle Malin at mmalin@sdyouth.com.

Culture Shock San Diego – Executive Director with strategic and operational responsibility for staff, programs, business planning, and expansion. Contact Lisa Witt, Board Member at lisa.s.witt@gmail.com.

San Diego Museum of Art – Director, Development and Membership, responsible for planning, executing, and evaluating fundraising and development initiatives. See AFPSD for application information.

Other positions on AFPSD website, Career Development, Chapter Job Center include: Development Director, Episcopal Community Services; Director of Philanthropy, Health Center Partners; Vice President of Development, Junior Achievement of San Diego County; and Development Associate, Lions, Tigers & Bears.

Questions, Comments, Contributions to Next Month’s Hotsheet?

For program information contact Georgia Ringler, Chapter Manager at (858) 212-1706 or Georgia.Ringler@afpsd.org.

To partner with AFP San Diego and/or to contribute to next month’s AFP newsletter, contact Lisa Ritchie, M.A., AFP Vice President, Community Relations; Vice President, NETZEL GRIGSBY ASSOCIATES at lritchie@netzelgrigsby.com.