



## APPLICATION

*Advanced Certified Fund Raising Executive (ACFRE)  
Program of the  
Association of Fundraising Professionals*

**Please provide complete and accurate information for all sections of the application and enclose an application fee of \$400.**

### **Candidates are asked to attach:**

1. A copy of a current résumé or *Curriculum Vitae*.
2. **One** of the following:
  - a copy of the letter confirming current Certified Fund Raising Executive (CFRE) credential or a copy of the CFRE certificate itself
  - a copy of the letter confirming FAHP status.
  - a copy of the International Advanced Diploma in Fundraising (IADF)
  - evidence of a minimum of 20 years of full-time professional experience in fundraising in lieu of CFRE, FAHP or IADF

Additional information may be requested.

**Please submit the application electronically in pdf format to: [Ian.Adair@afpglobal.org](mailto:Ian.Adair@afpglobal.org)**

### **Peer Recommendations:**

Using the attached “Letter of Recommendation Form,” select two individuals who will provide recommendations in support of your ACFRE candidacy. Provide the individuals with the form.

The recommenders will forward their response directly to the ACFRE Board. Please do not include their recommendations with this application.

The ACFRE Certification Board will evaluate the applicant’s qualifications on the basis of the data provided. It is, therefore, in the best interest of the applicant to be as thorough as possible in supplying this information. If there are special circumstances in any area of the application you feel may impact your candidacy, please bring these to the attention of the Board via a letter of explanation.

In addition to content, the Application will be evaluated for neatness, organization of material, clarity of presentation and thought, attention to detail, appearance, grammar, spelling, and communication of message, as befits the most advanced professional.

As with every stage in the ACFRE Certification process, any breach of Ethical Standards and Practice will result in automatic denial of the application and referral of the breach to the AFP Ethics Committee.

We encourage candidates to work with a coach as they work through the credentialing process. A coach can provide advice and a critical eye, but please note that the coach does not participate in the review process and cannot advise the candidate specifically on the outcome of the application, portfolio, written exam, or oral review, which is solely determined by the ACFRE Certification Board. The review and the determination of pass or fail at each stage is the responsibility of the ACFRE Certification Board.

**STATEMENT OF APPLICATION**

*I hereby apply as a candidate for Advanced Certified Fund Raising Executive (ACFRE) as designated by the Association of Fundraising Professionals (AFP) and submit the following information in support of my candidacy:*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date of Application

\_\_\_\_\_  
Printed Name

## TESTAMENT OF APPLICATION

- ▶ I have read, understood, and agree to comply with the current Association of Fundraising Professionals (AFP) Code of Ethical Principles and Standards, as interpreted by the AFP Ethics Committee.
  
- ▶ I have read, understood, and agree to uphold the current Donor Bill of Rights.
  
- ▶ I understand that, as at every stage in the ACFRE Certification process, any breach of Ethical Standards and Practice will result in automatic denial of this application and referral of the breach to the AFP Ethics Committee.
  
- ▶ I hereby attest to the accuracy of the information contained in this application and understand that any false statement or misrepresentations I make may result in my being disqualified as a candidate for the ACFRE credential.
  
- ▶ I certify that I have never been convicted of a felony related to my professional practice; should I be so convicted in the future, I understand that the ACFRE credential is subject to revocation.
  
- ▶ As the ACFRE is a lifetime credential, I agree to follow the AFP Code of Ethical Principles and Standards for the remainder of my life, or agree to forfeit that credential. Should I be found guilty of violating that Code, I understand that the ACFRE credential is subject to revocation.
  
- ▶ I authorize the ACFRE Certification Board or their designees to make any inquiries that are necessary in evaluating my candidacy for Advanced Certification.
  
- ▶ I agree to abide by the decision and policies of the ACFRE Certification Board regarding this application and my candidacy.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**APPLICANT INFORMATION**

Name (Mr./Mrs./Ms./Dr.)

If you have worked under another name, please list:

Business Name

Address

Telephone

Fax

E-mail

Home Address

Telephone

Fax

E-mail

*Please indicate with an (X) above your preferred contact information for the ACFRE process.*

**Name to be used on ACFRE Certificate:**

Month/year in which you were originally certified as a CFRE or FAHP, or completed IADF, if applicable:

Month/year of recertification(s), if applicable:

(1)

(2)

(3)

Expiration date of current CFRE certification:

**CATEGORY A: EXPERIENCE (PART 1)**

Candidates for advanced certification must have, from date of application:

\_\_\_ minimum of ten years full-time professional experience in fundraising with CFRE, FAHP or IADF

\_\_\_ minimum fifteen years of other professional experience

\_\_\_ minimum twenty years fundraising experience in lieu of credential.

Please list your professional employment (position held) or consulting activity (client served) during the previous years, beginning with the most recent.

If you are a consultant, please complete Part 2 of Category A: Experience, listing information for up to five of the most significant clients you have served in each of the prior years, from the date of application.

Dates From/To

Title

Name of Organization

Address

Duties / Responsibilities

For verification, please submit the name, title, address, and contact information for this employer:

Name

Title

Name of Organization

Address

Telephone

Email

*Complete additional information / sheets as needed, in the above format.*

**CATEGORY A: EXPERIENCE (PART 2)**

**Consultants Only**

Name of Client

Address

Level of Responsibility

Dates of Service

Nature of Service

Outcome of Assignment (goals reached)

For verification, please submit the name, title, address, and contact information for this client:

Name

Title

Name of Organization

Address

Telephone

Email

***Complete additional information / sheets as needed, in the above format.***

## **CATEGORY B: EDUCATION**

### **B-1 ACADEMIC EDUCATION**

Candidates for advanced certification must hold a BS/BA degree or have equivalent experience. Candidates who do not hold at least a BS/BA may substitute five additional years professional fundraising experience (for a total of 15 years, from date of application).

#### **ACADEMIC DEGREE(S)**

Degree  
Institution Name / Location  
Month/Year Conferred

Degree  
Institution Name / Location  
Month/Year Conferred

Degree  
Institution Name / Location  
Month/Year Conferred

### **B-2 CONTINUING EDUCATION**

As a fundraising executive seeking an advanced professional certification, it is expected that advanced coursework in Management, Leadership, and Ethics be focused on the not-for-profit sector and be relevant to philanthropy and fundraising. In the sections below, report all other relevant educational experiences, within the previous five years from the date of application, beginning with the most recent.

A minimum of two different sources of advanced educational experiences must be included in each category (Management, Leadership, and Ethics). Such sources could be national, regional or local professional or not-for-profit workshops or conferences, a university or college course or workshop, an online provider, or other appropriate professional forum. A single course or workshop (regardless of provider or hours) does not meet the requirement. Contact hours are counted as noted below:

1 contact hour = 50 minutes of instruction  
1 academic semester credit hour = 15 contact hours  
.5 contact hour = 30-49 minutes of instruction (<30 minutes = no points)  
1 contact hour = .1 CEU

*Nota Bene -- The ACFRE is an advanced credential and, as such, the successful applicant will exhibit a detailed and specific grasp of course content. As an advanced professional, the successful ACFRE applicant will demonstrate engagement with the subject matter, applicability to his/her environment, and in-depth consideration of the material presented. Successful presentation of Continuing Education Courses will not only document attendance, but, more important, will document thoughtful involvement, engaged thinking, and intelligent processing about the subject matter.*

## Coursework Expectations

**Course/workshop content should include one or more of the following:**

- is applicable to advanced fundraising professionals;
- is research-based;
- has elements of fundraising theory, practice, and philosophy;
- is addressed on both a strategic and tactical level;
- challenges extant perspectives of the participant, the organization, or the sector;
- deals with issues from the perspective of “WHY?”, rather than “what?” or “how?”.

**Course/workshop presenter(s) should have one or more of the following characteristics:**

- holds an advanced degree or certification;
- is an advanced practitioner or professional in the philanthropic sector;
- is a recognized subject-matter expert;
- has extensive and documented experience with the subject matter;
- engages participants rather than lectures;
- has a documented track record of presentation excellence.

It is not sufficient for a course to be labeled "advanced." It must also be pertinent to the management of not-for-profit organizations and to leadership in the philanthropic sector. For example, a course in "Advanced Topics in Planned Giving" may be a very valuable learning experience but may not necessarily count as ACFRE Education credit.

For each conference, seminar or workshop submitted for consideration, please provide all the information requested using the form provided at the end of this section. If information is left out the candidate will be asked to complete the information and resubmit that part of the application. Please provide clear information which addresses the course work content and presenter experience as noted above.



**B-2-A. ADVANCED MANAGEMENT COURSES (minimum of 15 contact hours)**

**Advanced Management** courses address both current and future management models and focus on effectiveness, enhancement, and improvement. Topics may include: strategic planning, financial management, negotiation skills, organizational assessment and evaluation, development of a business plan, development of teams and work groups, marketing and human resource management.

Attendance or instruction of a minimum of **15** contact hours of advanced management courses within the previous five years from date of application is required, beginning with the most recent. A minimum of two different sources of advanced educational experiences must be included.

For each conference session, seminar or course beginning submitted, please provide all the information requested using the form at the end of this section (one session, seminar or course per form). Please follow the format exactly as listed.

**B-2-B. ADVANCED LEADERSHIP COURSES (minimum of 15 contact hours)**

**Advanced Leadership** courses address individual as well as organizational dynamics and styles. Topics may include: personal and organizational accountability, trends in philanthropy, leadership styles, decision-making, and positioning the not-for-profit sector with government and the private sector.

Attendance or instruction of a minimum of **15** contact hours of advanced leadership courses within the previous five years from date of application is required, beginning with the most recent. A minimum of two different sources of advanced educational experiences must be included.

For each conference session, seminar or course beginning submitted, please provide all the information requested using the form at the end of this section (one session, seminar or course per form). Please follow the format exactly as listed.

**B-2-C. ADVANCED ETHICS COURSES (minimum of 10 contact hours)**

**Advanced Ethics** courses address ethical issues on a level beyond that of a basic understanding of ethical principles. Application and interpretation of the *AFP Code of Ethical Standards* and ethical decision-making in a variety of advanced practice scenarios is required.

Attendance or instruction of a minimum of **10** contact hours of advanced ethics courses within the previous five years from date of application is required, beginning with the most recent. A minimum of two different sources of advanced educational experiences must be included.

For each conference session, seminar or course beginning submitted, please provide all the information requested using the form at the end of this section (one session, seminar or course per form). Please follow the format exactly as listed.

**B-2 CONTINUING EDUCATION FORM (complete a separate form for each course submitted)**

**Check one:\**

**B-2-A. Advanced Management Courses**

**B-2-B. Advanced Leadership Courses**

**B-2-C. Advanced Ethics Courses**

Conference, Seminar, or Course Title:

Sponsoring Organization:

Faculty/presenter characteristics (see above):

Check / Circle one:            Taken            Taught

Check / Circle:            In-person    Webinar    Recorded    Other(describe)

Date(s):                                  Location:

Contact Person / Information:

Description of Conference, Seminar, Course:

Summary of Session / Course Content:

Personal Learning Outcomes -- Identify at least four (4) things you took away from this session that will be applicable to your professional activity and how you will apply them:

1.

2.

3.

4.

Number of Contact Hours:

*Complete one sheet for each conference, seminar or course being submitted.*

### **B-3 WRITING FOR THE PROFESSION**

Writing for the Profession may be considered for requirements of B-2-A, B-2-B, or B-2-C (above).

**Please include copy of publication and identify the section B-2-A, B-2-B, or B-2-C to which it applies. Provide a brief explanation about why you chose the publication(s) submitted as applicable for Management, Leadership or Ethics.**

Published book = 30 contact hours

Published article with national circulation = 3 contact hours

Professional paper = 3 contact hours

Organizational / Chapter newsletter article = 1 contact hour

“Blog” or other online article (minimum 300 words) = 1 contact hour

Title / Publication:

Co-Author(s):

Publisher / Organization / Chapter:

Circulation:

Date Published:

Length (in words):

Number Contact Hours:

*Complete additional information / sheets as needed, in the above format.*

## **CATEGORY C: PROFESSIONAL MEMBERSHIP AND VOLUNTEER SERVICE**

Candidates for advanced certification must demonstrate membership and active participation in a field-related professional organization and volunteer service to not-for-profit organizations. A total of **75** points are needed to document volunteer service, within the previous five years from date of application, to any local, regional, provincial, national, or international professional association or not-for-profit/NGO. *Service in this capacity cannot be part of your job description.* Sections C-2 and C-3 should document a minimum of 25 points each as part of the total 75 points needed.

Officer of a Board of Directors = 20 points per year  
Member of a Board of Directors = 15 points per year  
Chair of a Committee = 15 points per year  
Member of a Committee = 10 points per year

### **C-1 PROFESSIONAL ASSOCIATION MEMBERSHIP**

#### **Professional associations to which you belong:**

1. Association:  
Years of Membership:
  
2. Association:  
Years of Membership:
  
3. Association:  
Years of Membership:

*Complete additional information / sheets as needed, in the above format.*

**C-2 VOLUNTEER SERVICE TO THE PROFESSION**

**(Professional associations)**

List dates and positions held (i.e., committee member, chair, other leadership positions).

NOTE: A minimum of 1 year is required.

Organization:

Location:

Dates of Service:

Position:

Points:

Organization:

Location:

Dates of Service:

Position:

Points:

Organization:

Location:

Dates of Service:

Position:

Points:

*Complete additional information / sheets as needed, in the above format.*

**C-3 VOLUNTEER SERVICE TO PHILANTHROPY (Nonprofit / Not-for-profit / NGO)**

List dates, and positions held (i.e., committee member, chair, other leadership positions).

Organization:

Location:

Dates of Service:

Position:

Points:

Organization:

Location:

Dates of Service:

Position:

Points:

Organization:

Location:

Dates of Service:

Position:

Points:

*Complete additional information / sheets as needed, in the above format.*

#### **D. ETHICAL SITUATION**

The importance of the AFP Code of Ethical Standards cannot be overstated. Candidates for the ACFRE credential are expected to demonstrate full understanding of and adherence to the highest ethical standards, as well as appropriate ethical decision-making.

To that end, please present a situation with which you have been faced in your career that necessitated understanding of and conformity to the AFP Code of Ethical Standards. Explain the situation, the ethical dilemma, the particular Ethical Standard(s) that applied, and your resolution of the issue.

To ensure appropriate and ethical confidentiality, please change names and/or remove all references to any specific individuals or organizations. The goal is to present a situation that clearly demonstrates your understanding of and adherence to the AFP Code of Ethical Standards, not to promote, defend, or justify the actions of identified individuals or organizations.

*Complete additional information / sheets as needed, in the above format.*

**Point Summary**

**Your Score**

Check here if requirement met

A. Experience (minimum 10-years of professional fundraising experience or 15 years of other professional experience or 20 years professional fundraising experience in lieu of other certification from date of application)

[ ]

B. Education

B-1 Academic Degree (BA/BS OR total of 15 years of fundraising experience)

[ ]

Check here if requirement met

B-2 Continuing Education (taken in last 5 years from date of application)

B-2-A. Advanced Management Courses (minimum 15 contact hours – may include academic courses) \_\_\_\_\_

B-2-B. Advanced Leadership Courses (minimum 15 contact hours – may include academic courses) \_\_\_\_\_

B-2-C. Advanced Ethics Courses (minimum 10 contact hours – may include academic courses) \_\_\_\_\_

B-3 Writing for the Profession (if points are needed to complete minimum requirements for B-2-A or B-2-B) \_\_\_\_\_

SUBTOTAL Continuing Education B2 + B3 (minimum 35 points) \_\_\_\_\_

C. Professional Membership and Volunteer Service

C-1 Professional Association Membership

[ ]

Check here if requirement met

C-2 Volunteer Service to the Profession (minimum 25 points) \_\_\_\_\_

C-3 Volunteer Service to Philanthropy (minimum 25 points) \_\_\_\_\_

SUBTOTAL Professional Membership/Volunteer Service C-2 + C-3 (minimum 75 points) \_\_\_\_\_