

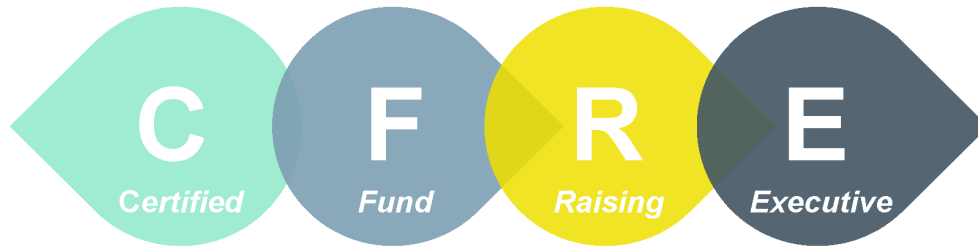
CFRE

THERE ARE MORE THAN 40 HOLDERS OF THE CFRE DESIGNATION IN QUEBEC,
AND MORE THAN 1,000 IN ALL PARTS OF CANADA.

BNP Philanthropic Performance can count on the expertise of three CFREs: President and CEO Christian Bolduc; Vice-president, Atlantic, Marc Lapointe; and Consultant in Philanthropy and Human Resources Daniel H. Lanteigne.


So what does CFRE stand for, and why should you care?

A CFRE is an experienced, certified fundraising professional.



To obtain and maintain their certification, CFREs must undergo a rigorous process that evaluates their expertise in donor research, relationship-building, securing the gift, volunteer involvement, management and leadership, ethics, accountability and professionalism. For clients and donors, working with CFREs means having access to a wealth of experience and the assurance of doing business with people who care about and are committed to philanthropy.

6 GOOD REASONS TO BECOME A CFRE




Personal satisfaction

Nothing is more satisfying than accomplishing something that matters, just because it matters to us. Choosing our challenges is a privilege, and becoming a CFRE is a challenge worth considering.



Enhanced credibility

CFREs are certified by an independent organization that uses high standards to evaluate and recognize fundraising expertise. CFRE certification doesn't happen overnight. The right to use this designation is a privilege that is earned.




Career impetus

Holding the CFRE designation means offering a current or future employer a clear commitment to best practices in ethical fundraising, as well as determination to remain on top of the game.




Continuing education

Obtaining the CFRE designation is a big first step. But to retain their certification, CFREs need to spend considerable time maintaining and updating their expertise. This requirement gives them a good reason to be lifelong learners.



Trust-building

Like all fields, fundraising can experience dry spells. Becoming a CFRE can help demonstrate that you are committed to a rigorous, audited process and that you respect the highest professional fundraising standards.



Recognized expertise

Often enough at interviews, panel discussions and conferences, CFREs are asked to express a professional opinion. Ensure that your expertise is fully valued and recognized.

For more information, visit cfre.org.