



**Collegiate Certificate in Fundraising  
Program Materials**

**August 2010**



# Collegiate Certificate in Fundraising Program Overview

## The Program

As a member of an AFP collegiate chapter, you can further your knowledge of the nonprofit sector by working towards an AFP Collegiate Certificate in Fundraising. Completion of this certificate is a way to communicate your comprehensive understanding of fundraising by demonstrating your commitment to ethical and effective fundraising practices through education, work and volunteer experience. [Note: this certificate is a certificate of achievement from AFP and *not* a certification or credential.]

### Certificate Requirements

- 100 points necessary to earn a certificate
- Meet minimum requirements in each of the five categories
- Must be an active student at the time the certificate criterion is completed
- Written explanation to support experiences
- Meeting with collegiate or professional chapter advisor

## The Process

The certificate program is designed to be achievable in one academic year, but applicants may take up to three years to complete the criteria if desired. The certificate process is comprised of a written application that details experience in each of the 5 required categories. Applicants are responsible for tracking and providing information for each section on the provided tracking sheet. Completed applications are to be submitted to the collegiate or professional chapter advisor for verification. Each collegiate chapter is responsible for determining what constitutes verification; however, as a reminder, each member of AFP has signed adherence to the Code of Ethics and Standards and in signing the application, upholds all aspects of the code.

75 of the 100 points are required in specific areas. The remaining 25 may be assigned at the discretion of the collegiate chapter to provide a more customized experience. In the event the chapter does not provide additional stipulations on how the additional 25 points are to be met, the application may account for those points as they wish.

Upon completion of the application, a meeting is required with either the collegiate or professional chapter advisor to review the application. Following the review of the application, the application will then be submitted to AFP International Headquarters (IHQ), along with a \$25 application fee, for final approval. Upon approval, certificates will be sent to the recipient via mail.

## Getting Started in the Collegiate Chapter

Before announcing the program to chapter members, please consider the following messages:

1. Encourage your student members to start a binder or portfolio where they may house their documentation for ease of tracking.
2. There are 25 points available for your chapter to set requirements. We suggest that your executive committee board members meet and decide if those points will be required in certain areas or up to the individual.
3. In order for students to successfully track their points, advise them to obtain meeting agendas and any other printed evidence to support these points. Tracking will be at the advisors' discretion and supplemental materials will not be required by IHQ for final review.

*Note: AFP collegiate chapter members who have been active as of fall 2009 will be grandfathered into the certificate program and have the ability to count any of the criterion completed from fall 2009 to present toward their certificate. All other program requirements stand as is.*



## Collegiate Certificate in Fundraising Criteria

### **Education: Ethics – minimum 5 points**

*20 points:* 3 or 4 credit university course on ethics

*10 points:* 1 or 2 credit university course on ethics

*5 points:* per 50 minutes of AFP education program on ethics (includes collegiate and professional chapter education programs as well as international AFP programs)

### **Education – minimum of 20 points**

*20 points:* 3 or 4 credit university course on fundraising

*15 points:* 3 or 4 credit university course on nonprofit management

*10 points:* 1 or 2 credit university course on fundraising

*8 points:* 1 or 2 credit university course on nonprofit management

*5 points:* per 50 minutes of AFP education program (includes collegiate and professional chapter education programs as well as international AFP programs)

### **Professional Practice – minimum of 20 points**

*20 points:* per term for a Fundraising related job or internship

*5 points:* for a job shadowing session or informational interview

*5 points:* for each chapter fundraising/philanthropic project event/meeting attended

*5 points:* chapter specific option: \_\_\_\_\_

### **Chapter Involvement – minimum of 20 points**

*20 points:* AFP Chapter Officer (one year term)\*

*15 points:* AFP Chapter Committee/Task Force Chair/Co-Chair (one year term)\*

*5 points:* AFP Chapter Committee member (one year term)\*

*5 points:* for working the AFP information table at a recruitment event

*2 points:* per chapter business meeting (either collegiate or professional chapter)\*\*

*5 points:* chapter specific option: \_\_\_\_\_

\*may not receive more than 25 points in one year for leadership positions

\*\*includes board, committee or task force meetings and **does not** include educational events (see education heading)

### **Volunteer Service – minimum of 10 points**

*1 point:* per hour of service – Volunteer/community service outside of AFP activities (includes direct service, board meetings, etc.)

## Certificate Application Requirements

- 100 points necessary to earn a certificate
- Certificate applicants must be AFP members in good standing
- Certificate applicants must be active students at the time the certificate criteria are completed
- Certificate criteria are designed to be achievable in one academic year, but applicants may take up to three years to complete the criteria if desired
- \$25 application fee must accompany certificate application

## Example of How a Certificate May be Obtained in One Year

15 – 1 4-credit nonprofit management course  
5 – AFP ethics course  
15 – Committee chair  
20 – Fundraising internship for one term  
20 – 4 philanthropic project meetings/events attended  
10 – 2 AFP education events  
16 – 8 collegiate chapter business meetings  
30 – 30 hours of volunteer service  
Total: 131 points

**Note:** For more information on the Collegiate Certificate in Fundraising, please see the overview found in this packet or contact AFP International Headquarters at [chapter.services@afpnet.org](mailto:chapter.services@afpnet.org) or 800-666-3863.



## Collegiate Certificate Application

### Member Information

Member Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Date Range of Eligible Activities \_\_\_\_\_

Certificate recipients must be active students at the time the certificate criteria are completed. Certificate criteria are designed to be achievable in one academic year, but applicants may take up to three years to complete the criteria if desired. When completing this application, please provide the activity date, a brief description of the activity and the points awarded for each activity. Each category should have a subtotal of earned points and cumulative point totals are reflected on the cover page of this application.

*Submission Instructions:* All applications must be verified at the chapter level before being sent to AFP IHQ. Forms submitted directly to AFP IHQ will be returned back to the member for verification by the collegiate or professional chapter advisor. Please send completed forms and \$25 application fee to: AFP IHQ, Attn: Collegiate Certificate Program, 4300 Wilson Blvd., #300, Arlington, VA 22203.

### Total Certificate Points

Education Points: \_\_\_\_\_

Ethics Education Points: \_\_\_\_\_

Chapter Involvement Points: \_\_\_\_\_

Professional Practice Points: \_\_\_\_\_

Volunteer Service Points: \_\_\_\_\_

**TOTAL CERTIFICATE POINTS:** \_\_\_\_\_

### Verification

We hereby certify that the statements contained herein accurately reflect the circumstances reported. Signature of the chapter member and either professional chapter or campus advisor required.

Member Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor Name: \_\_\_\_\_

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Education: Ethics (5 point minimum)

20 points: 3 or 4 credit university course on ethics

10 points: 1 or 2 credit university course on ethics

5 points: per 50 minutes of AFP education program on ethics (includes collegiate and professional chapter education programs as well as international AFP programs)

<u>Activity Date</u>	<u>Description</u>	<u>Points</u>
1.		
2.		
3.		
4.		
5.		
6.		
		Total Ethics Education Points: _____

**Education Ethics Summary Statement:** *Please describe what you learned regarding the vital role ethics plays in fundraising and non-profit management.*

## Education (20 point minimum)

20 points: 3 or 4 credit university course on fundraising

15 points: 3 or 4 credit university course on nonprofit management

10 points: 1 or 2 credit university course on fundraising

8 points: 1 or 2 credit university course on nonprofit management

5 points: per 50 minutes of AFP education program (includes collegiate and professional chapter education programs as well as international AFP programs)

<u>Activity Date</u>	<u>Description</u>	<u>Points</u>
1.		
2.		
3.		
4.		
5.		
6.		
		Total Education Points: _____

**Education Summary Statement:** *What would you describe as the most important piece of knowledge you gained from these classes pertaining to the practice of fundraising?*

## Professional Practice (20 point minimum)

20 points: per term for a Fundraising related job or internship

5 points: for a job shadowing session or informational interview

5 points: for each chapter fundraising/philanthropic project event/meeting attended

5 points: chapter specific option: \_\_\_\_\_

<u>Activity Date</u>	<u>Description</u>	<u>Points</u>
1.		
2.		
3.		
4.		
5.		
6.		
		Total Professional Practice Points: _____

**Professional Practice Summary Statement:** *What was the most challenging situation you encountered during an internship or activity and how did you meet that challenge?*



## Chapter Involvement (20 point minimum)

20 points: AFP Chapter Officer (one year term)\*

15 points: AFP Chapter Committee/Task Force Chair/Co-Chair (one year term)\*

5 points: AFP Chapter Committee member (one year term)\*

5 points: for working the AFP information table at a recruitment event

2 points: per chapter business meeting (either collegiate or professional chapter)\*\*

5 points: chapter specific option: \_\_\_\_\_

\*may not receive more than 25 points in one year for leadership positions

\*\*includes board, committee or task force meetings and **does not** include educational events (see education heading)

Activity Date	Description	Points
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1.

2.

3.

4.

5.

6.

Total Chapter Involvement Points: \_\_\_\_\_

**Chapter Involvement Summary Statement:** *AFP Chapters are sustained on the commitment, involvement and leadership of their members. Describe what types of leadership experiences you observed or took part in yourself.*

# Volunteer Service (10 point minimum)

*1 point: per hour of service – Volunteer/community service outside of AFP activities (includes direct service, board meetings, etc.)*

<u>Activity Date</u>	<u>Description</u>	<u>Points</u>
1.		
2.		
3.		
4.		
5.		
6.		
		Total Volunteer Service Points: _____

**Volunteer Service Summary Statement:** *What was most rewarding about your volunteering experiences?*

**Final Statement:** *Considering all of your AFP experiences thus far, what does philanthropy mean to you and why? How has your involvement in AFP strengthened or changed your perspective?*