The not-for-profit sector in Europe is going through a period of intense change. As demographics, needs and competition all evolve we have to move with the times, professionalising our administration and resource development as we go. Fundraising organisations in Europe are innovating, improving and stepping up to challenges in a way that has never been seen before.

But what is innovation if it is not backed up with solid learning? What is professionalism if it is not associated with real-life competencies and skills? In a word, what is fundraising without training? In the fast-moving world of today's not-for-profits, learning and sharing are key factors of success. And it is with a vision of promoting this success that the European Fundraising Association has developed the EFA Certification programme.

EFA Certification is the first Europe-wide recognised certificate in fundraising. It is a milestone in ensuring that fundraisers, wherever we are in Europe, have the same access to high-quality training that will boost our experience and let us develop new skills. It is a major development in the recognition and the setting of standards in our profession. But more than that, it is a passport to success for fundraisers, allowing us the mobility to work in other cultures with a recognised qualification.

This brochure aims to answer three key questions for training providers: What is EFA? What is EFA Certification? How to get EFA Certified?

The European Fundraising Association Board joins me in thanking you for your interest in EFA Certification.

Dr Marita Haibach
President of the EFA

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Italy
ASSIF - Associazione Italiana Fundraiser

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NGF - Dutch Fundraisers Association
VFI - Association of Fundraising Organisations

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EFA CERTIFICATION

Excellence in Fundraising Training

EFA
European
Fundraising
Association

Education and Culture
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WHAT IS EFA?

The European Fundraising Association was founded in 2002 in Brussels. After a number of key discussions and meetings, and with the generous support of the Resource Alliance, it was registered in Amsterdam in 2004.
The European Fundraising Association (EFA) is leading the way in developing training, education and ethical fundraising across Europe to meet the challenges of tomorrow's civil society.
EFA Members are Fundraising Associations from across Europe. EFA brings together three types of membership associations (depending upon the situation in the individual countries):

- Associations with individual fundraisers as members;
- Associations with fundraising organisations as members;
- Associations with both individual fundraisers and fundraising organisations as members.

The essential objective of the EFA is to promote the work of not-for-profit organisations and philanthropy by stimulating fundraising in Europe.

Specific objectives are:

- To build and maintain a European network of organisations representing those involved in the profession and practice of fundraising, defending and furthering the common interests of its members and providing them with a forum for discussion and the exchange of information;
- To educate and inform the public and their elected representatives about fundraising and related issues;
- To promote and develop philanthropy through the sharing of knowledge, skills and expertise;
- To protect philanthropy through the setting of professional standards and the encouragement of ethical practice;
- To undertake or promote the undertaking of studies of fundraising and related issues;
- To work together with other bodies which share its aims;
- To watch over, and act for, the wellbeing of philanthropy and fundraising in Europe and anywhere in the world.

Associations in 14 countries have joined EFA in its mission of sharing and working together for "good fundraising practice": Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, United Kingdom.

WHAT IS EFA CERTIFICATION ?

"EFA Certification" is a unique programme of recognition for formal training courses supported by National Fundraising Organisations that are members of the European Fundraising Association.

EFA Certification is the first European recognised certificate in fundraising.

EFA Certification provides access to high-quality fundraising training. It has different objectives in terms of fundraising practices:

- Enhance experience;
- Develop skills;
- Acquire and develop new competencies;
- Learn form other cultures;
- Share information.

The programme represents a major development in the recognition and the setting of standards in the fundraising profession.

Organisations from across Europe actively worked together with EFA to ensure the success of the project. The initial partners were:

- **Alzheimer Europe, Luxembourg**
- **Asociación Española de Fundraising, Spain**
- **Association Française des Fundraisers, France**
- **Civil Society Development Foundation, Hungary**
- **Fundraising Akademie, Germany**
- **Institute of Fundraising, United Kingdom**
- **Swedish Fundraising Council, Sweden**

The vision, mission and values of the project

- To build and maintain a European network of organisations representing those involved in the profession and practice of fundraising;
- To defend and further the common interests of its members;
- To provide members with a forum for discussion and the exchange of information;
- To educate and inform the public and their elected representatives about fundraising and related issues.

Fundamentals of the programmes

EFA Certification is the implementation of high-quality fundraising training modules and curricula, put into place by national fundraising associations in partnership with educational institutions. Each training module will be developed in parallel with a trans-European accreditation process developed by EFA.

The programme has the following objectives:

- To create a brand new European qualification in fundraising;
- To promote fundraising training in countries where it is less widespread;
- To attract the majority of European countries (if not all) to take part, so that the scheme can benefit thousands of fundraising professionals throughout Europe, who in many cases have limited access to high-quality training;
- To enable fundraisers to train to a higher level across Europe, so that the civil society organisations for which they work will be able to raise more money and increase their activities and influence.

EFA Certification Board

The EFA Certification Board is charged with assessing and accrediting applications received via National Fundraising Organisations. The members of the EFA Certification Board are:

- **Lindsay Boswell, Institute of Fundraising, United Kingdom**
- **Jonathan Duschinsky, European Fundraising Association**
- **Svitlana Kuts, Institute of Professional Fundraisers, Ukraine**
- **Prof Dr Theo Schuyt, Vrije Universiteit, Netherlands**
- **Aki Temisevä, Finnish Fundraising Association, Finland**
- **Dr Francesca Zagni, Associazione Italiana Fundraiser, Italy**
- **Prof Dr Annette Zimmer, University of Münster, Germany**

The following countries have already had fundraising training programmes certified: France, Germany, Hungary, Sweden, United Kingdom. It is anticipated that most of the EFA countries will follow.

HOW CAN AN EDUCATIONAL PROVIDER HAVE ITS FUNDRAISING PROGRAMME EFA CERTIFIED?

Fundraising Training Programmes that will be accredited by EFA will aim at introducing and maintaining common standards for fundraising across Europe. EFA will ensure that these programmes will cover the material required to ensure consistency of standards through National Fundraising Organisations that are members of EFA.

The first step consists of developing a Fundraising Training Programme, based on EFA Standards as described in the handbook available on the EFA website.

National Fundraising Organisations will then be responsible for recognising suitable programmes within their own countries and making recommendations to the EFA Certification Board.

Finally, the EFA Certification Board will ratify local recognition, validate programmes leading to EFA Certification and accredit recommended programmes. The successful programmes will carry the mark "EFA Certified".

Where there is no National Fundraising Organisation, educational providers will be encouraged to form such an organisation in accordance with EFA strategy and apply for EFA membership before being considered for EFA Certification.