



# Accreditation and (Re-)Certification Guidelines

## Introduction to the Guidelines

The European Fundraising Association (EFA) exists to promote philanthropy in Europe, and does so in part by developing tools that build capacity for national fundraising associations.

As part of this mission, EFA has developed EFA Certification.

EFA Certification is:

- a toolkit for national fundraising associations to develop their own fundraising training courses and create National Fundraising Certificates of best practice for their own country
- a platform for these courses to be recognised at a European level

EFA Certifies National Fundraising Certificates.

The aims of this programme are:

- that each national fundraising association creates their own National Fundraising Certificate, thereby building credibility for the association and for the profession in their country
- that fundraisers have an international accreditation which is recognised across Europe by employers, policymakers and other bodies relevant to the efficient operation of fundraising

# 1. Overview and Executive Summary

EFA Certification is the name given to the programme of recognition of the National Fundraising Certificates of national fundraising associations who are members of EFA.

Within the scheme education will be delivered in programmes that are recognised by EFA members through their national fundraising certificates.

Courses and delivery modes will vary from one national certificate to another, but will cover the material expressed by the EFA Competence Framework and Syllabus and will conform with other broad requirements to ensure consistency of standards across the participating countries to reflect local needs.

Each National Fundraising Certificate must be successfully delivered (with proof of evaluations and learning outcomes) before applying for EFA Certification.

Applications for National Fundraising Certificates to be recognised by EFA will be reviewed by a scientific committee – known as the EFA Certification Committee – who deliberate and make recommendations to the EFA Board. Thus providing assurance of quality, consistency, relevance, value and credibility of the learning programme and its resultant qualification.

Certification is for 3 years. EFA will continue to maintain an overview of recognised programmes to ensure their quality and will review and update the competence framework, syllabus and guidelines for delivery (the « handbook ») every 3 years.

National Certificates that are recognised by EFA will carry the mark “EFA Certified”.

## 2. Educational Partners

Many national fundraising associations will choose to have their National Fundraising Certificate delivered by educational partners. This is not an obligation, and some EFA Members deliver their EFA Certified training themselves. However, working with an educational partner has a number of advantages, especially for smaller or medium-sized fundraising associations. These include:

- increasing the number of qualified trainers and academics with understanding of fundraising
- new opportunities for training, research and academic partnerships

If the national fundraising association chooses to not work with an educational partner, they should be aware that successful application for EFA Certification requires them to satisfy the Certification Committee that training is delivered by experienced and high quality fundraising trainers (and practitioners) who are regularly evaluated.

Educational partners that are chosen should be experienced in the delivery of vocational education. Due to the formal nature of EFA Certification, fundraising organisations will find it easier to work with universities, colleges or similar organisations that are used to operating a quality-controlled assessment programme.

As National Fundraising Certificates are owned and maintained by national fundraising associations, if an educational provider wishes to provide training to EFA Certified standard, they must connect with their national association. In the case of educational providers who are present in more than one country and who wish to deliver their programming in more than one country, they must work through the national fundraising associations of each country. Whilst this may seem like an impractical requirement in a globalised world, it should be remembered that EFA exists to promote philanthropy through the development of the capacity of national fundraising associations, and as such its primary objective is the strengthening and growth of such associations.

### **3. Role of the National Fundraising Organisations**

National fundraising organisations will be responsible for creating National Fundraising Certificates and applying for them to be certified by EFA. Application cannot be made by learning providers directly to EFA and no learning provider can offer an EFA Certified training course unless recognised by their national fundraising association first.

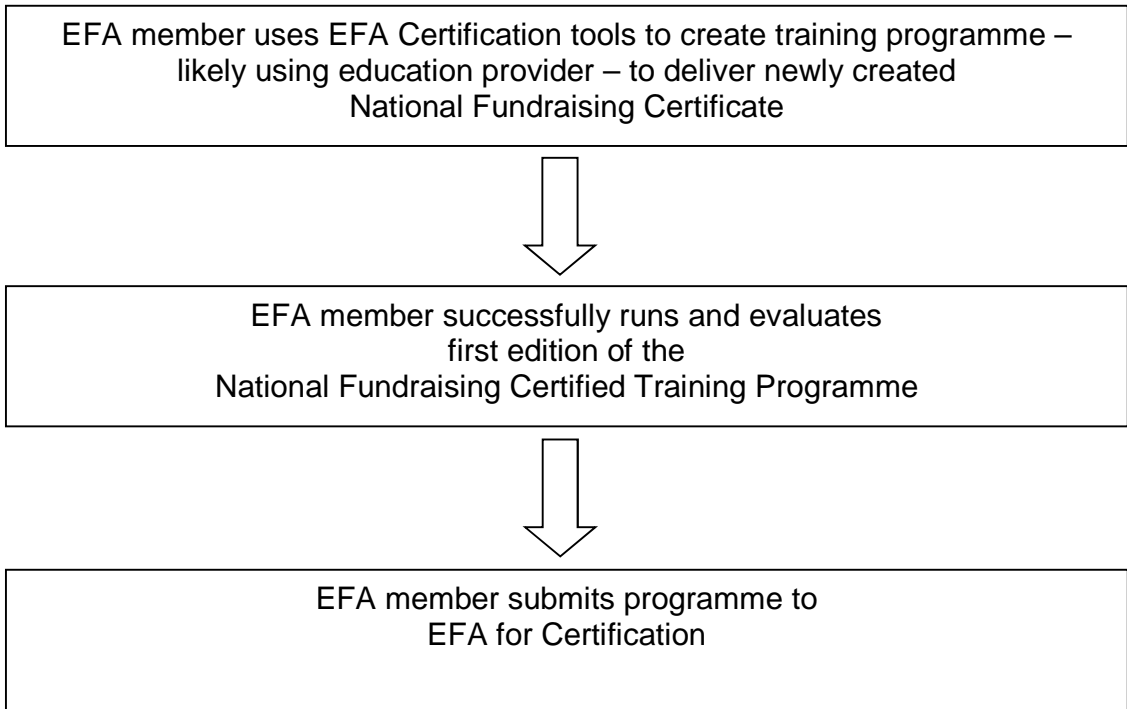
Where there is no national fundraising association, local partners may work with educational providers to initiate such an organisation, apply for EFA membership and create a National Fundraising Certificate before being considered for EFA Certification. Existing EFA members will facilitate this process.

### **4. The Certification Process**

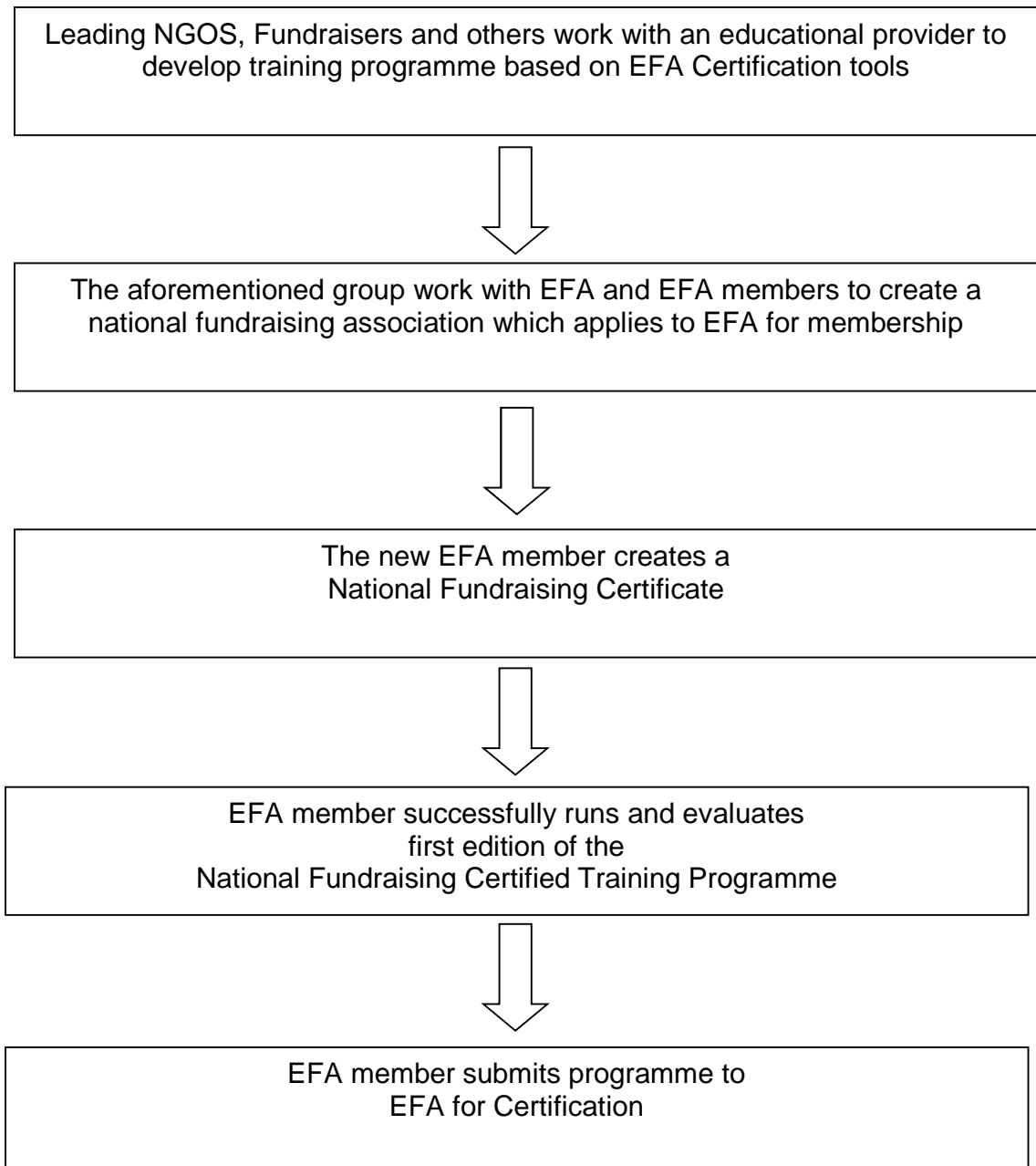
EFA has created a Certification Committee tasked with providing a review process and recommending whether National Fundraising Certificates be approved for EFA Certification.

The Certification Committee will assess applications on academic and compliance grounds only. However, the Committee will pay particular attention to monitoring and evaluation within this area of compliance. It will look to see that the National Fundraising Certificate is being regularly evaluated by the national fundraising association through faculty evaluation and student evaluation of curriculum and faculty, that learnings are integrated, leading to changes in delivery mechanisms or curriculum.

**FIGURE 1:  
The EFA Certification Process where a National Fundraising Association exists**



**FIGURE 2:  
The EFA Certification Process where no National Fundraising Association exists**



## **5. The EFA Certification Process and the EFA Board**

EFA Board sets the standards EFA Certification (as outlined in the EFA Certification tools – handbook) and a regular review process of the tools.

The EFA Certification Committee, established by the EFA Board, is responsible for undertaking the certification process and making recommendations to the board on:

- the EFA Certification of successful applicant National Fundraising Certificates
- changes to course curriculum and EFA Certification tools

Its members are appointed by decision of the EFA Board.

EFA Certification is awarded to the nationally certified fundraising training programme for a period of three years.

## **6. The EFA Certification Committee**

### **6.1 Members of the EFA Certification Committee**

- The EFA Certification Committee consists of seven members:
  - 1-2 EFA board members
  - 2-3 academic experts
  - 2-3 representatives of national fundraising bodies

EFA Certification Committee members are appointed by decision of the EFA Board. The regular term of office is two years with a maximum of three terms of office.

### **6.2 Regulations of the EFA Certification Committee**

- The working language of the EFA Certification Committee is English.
- EFA Certification is awarded for a period of three years upon payment of an annual licence fee. Defaulting on the payment of the licence fee automatically revokes the Certification. The licence fee can be paid annually or in one instalment covering the total due for three years.
- The annual EFA Certification fee is EUR 1.250.
- The fee is payable to EFA for maintenance, quality control and expenses linked to the EFA Certification Programme for fundraising training.

- The re-certification fee is calculated on the same basis. The term of re-certification will be 3 years.
- All queries or complaints are referred to the EFA Board, whose decision is final.

### **6.3 Regulations of the EFA Certification Process**

- The EFA Certification Committee carries out the Certification Process throughout the year.
- The EFA Certification Process usually takes 2-3 months to complete.

## **7. Applications**

Applications are to be addressed to EFA, through the national fundraising body, using the EFA Certification or the Re-Certification application form (available on request from the EFA Executive Officer).

The EFA Board delegates the Certification process to the EFA Certification Committee, which in return submits its recommendations on each application to the Board. The EFA Board makes a decision on the basis of these recommendations.

All queries or complaints are referred to the EFA Board, whose decision is final.

The working language of the EFA Certification Committee being English, all documents submitted must be translated into English. Certification Committee members will receive electronic copies of the application documents. Copies of the original documents in the national language should be submitted with the translations.