

## Philanthropy Pathway

The Philanthropy Pathway is designed to provide at-a-glance information about AHP Educational opportunities for every member of the development team. The pathway can be used to design and track a career plan, or to identify suitable resources and training when they are needed.

For more information about these opportunities, go to [www.ahp.org/conferences-education](http://www.ahp.org/conferences-education).

Educational opportunity	One to three years	Three to five years	Five to eight years	Eight years and more
	<ul style="list-style-type: none"> <li>Getting started in your career</li> </ul>	<ul style="list-style-type: none"> <li>Preparing for Certified Fund Raising Professional (CFRE)</li> <li>CFRE application can be downloaded from <a href="http://www.ahp.org">www.ahp.org</a> or <a href="http://www.CFRE.org">www.CFRE.org</a></li> </ul>	<ul style="list-style-type: none"> <li>Preparing for CFRE</li> <li>Accumulating education credits for recertification</li> <li>CFRE application can be downloaded from <a href="http://www.ahp.org">www.ahp.org</a> or <a href="http://www.CFRE.org">www.CFRE.org</a></li> </ul>	<ul style="list-style-type: none"> <li>Accumulating credits for CFRE recertification</li> <li>Preparing for FAHP (Fellow Association for Healthcare Philanthropy)</li> <li>Accumulating education credits for FAHP recertification</li> </ul>
AHP Foundation Self-Study Guides - Core Curriculum <ul style="list-style-type: none"> <li>More than 50 study guides in five knowledge areas available to download from AHP website when you are ready</li> <li>Three translated to French</li> <li>\$25 US for AHP Members</li> </ul>	Sample self-study guides: <ul style="list-style-type: none"> <li>Introduction to Health Care Resource Development (Canadian version)</li> <li>Elements of Fundraising</li> <li>Professional Ethics</li> <li>The Psychology of Giving</li> <li>Foundation Grantsmanship and Proposal Writing</li> </ul>	Sample self-study guides: <ul style="list-style-type: none"> <li>Resource Development Planning and Evaluation</li> <li>Managing and Evaluating the Annual Giving Program</li> <li>Major Gift Cultivation and Solicitation</li> <li>Setting up the Planned Giving Program</li> </ul>	Sample self-study guides: <ul style="list-style-type: none"> <li>Understanding the Planned Giving Instruments (Canadian version)</li> <li>Managing and Evaluating the Capital Campaign</li> <li>Marketing for Health Care Resource Development</li> <li>Principles of Healthcare Finance (Canada)</li> </ul>	
AHP eLearning Opportunities <ul style="list-style-type: none"> <li>90-minute online training courses for non-profit managers, volunteers and staff</li> <li>Live and on-demand distance classes</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> <li>Applications invited to lead a virtual learning session</li> </ul>
AHP Virtual Learning Guides <ul style="list-style-type: none"> <li>90-minutes sessions</li> <li>No special equipment required - just a telephone or speakerphone for groups of two or more people</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> <li>Topics include Annual Giving, Major Gifts/Capital Campaigns, Planned Giving, Volunteer Leadership, Special Topics/The Small Shop, Foundation Management, Physician/Employee Giving</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> <li>Topics include Annual Giving, Major Gifts/Capital Campaigns, Planned Giving, Volunteer Leadership, Special Topics/The Small Shop, Foundation Management, Physician/Employee Giving</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> <li>Topics include Annual Giving, Major Gifts/Capital Campaigns, Planned Giving, Executive Leadership, Volunteer Leadership, Special Topics/The Small Shop, Foundation Management, Physician/Employee Giving</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> <li>Executive Leadership – Topics focusing on areas of interest for the development professional with more than eight years' experience.</li> </ul>
The Madison Institute for Healthcare Philanthropy, Wisconsin July 12-17, 2008 <ul style="list-style-type: none"> <li>AHP member regular registration \$2,095 US</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> <li>Tracks suitable for all members of the development team</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> <li>Tracks suitable for all members of the development team</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> <li>Tracks suitable for all members of the development team</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> <li>Opportunities to be part of the faculty</li> </ul>
Annual International Educational Conference September 24-28, 2008 Chicago, IL <ul style="list-style-type: none"> <li>AHP early bird member rate \$555 US</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> <li>Speakers and seminars on variety of topics</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification</li> <li>Speakers and seminars on variety of topics</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> <li>Speakers and seminars on variety of topics</li> </ul>	<ul style="list-style-type: none"> <li>Earn continuing education points toward CFRE certification and recertification</li> <li>Speakers and seminars on variety of topics</li> </ul>



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Annual AHP Canada Regional Conference Sunday, June 25 - Tuesday, June 27, 2009 Montreal, PQ	<ul style="list-style-type: none"> <li>•Earn continuing education points toward CFRE certification</li> <li>•Speakers and seminars on variety of topics</li> </ul>	<ul style="list-style-type: none"> <li>•Earn continuing education points toward CFRE certification</li> <li>•Speakers and seminars on variety of topics</li> </ul>	<ul style="list-style-type: none"> <li>•Earn continuing education points toward CFRE certification and recertification</li> <li>•Speakers and seminars on variety of topics</li> </ul>	<ul style="list-style-type: none"> <li>•Earn continuing education points toward CFRE certification and recertification</li> <li>•Speakers and seminars on variety of topics</li> <li>•Watch for Call for Presentations to the 2007 conference</li> </ul>
Advanced Course in Health Care Fundraising June 25, 2009 at AHP Canada Regional Conference in Montreal, PQ		<ul style="list-style-type: none"> <li>•Assists health care development professionals to master key competencies and review for the CFRE Exam.</li> <li>•Designed around the six sections identified as the Certified Fundraising Executive (CFRE) examination criteria and content, covers key components in: Prospect Identification, Gift Cultivation and Solicitation, Relationship Building, Volunteer Involvement, Fundraising Program Management and Accountability</li> </ul>	<ul style="list-style-type: none"> <li>•Assists health care development professionals to master key competencies and review for the CFRE Exam.</li> <li>•Designed around the six sections identified as the Certified Fundraising Executive (CFRE) examination criteria and content, covers key components in: Prospect Identification, Gift Cultivation and Solicitation, Relationship Building, Volunteer Involvement, Fundraising Program Management and Accountability</li> </ul>	
Trustee Leadership & Philanthropy Forum Jan. 25-27, 2009 Naples, FL				<ul style="list-style-type: none"> <li>•By invitation for board members, CEOs and senior-level development professionals</li> <li>•Designed to encourage a culture of philanthropy within participants' organizations</li> </ul>
Study Aids (Group or Mentor)  CFRE <a href="http://cfre.org/exam-study-groups.html">http://cfre.org/exam-study-groups.html</a> FAHP Michael Geis – AHP Mentorship Chair <a href="mailto:mgeis@nebrskamed.com">mgeis@nebrskamed.com</a>	<ul style="list-style-type: none"> <li>• Select one or two people to mentor you while preparing for CFRE certification</li> </ul>	<ul style="list-style-type: none"> <li>• Participate and/or organize Study Group via face to face, on-line or conference call</li> <li>•Select one or two people to mentor you while preparing for CFRE certification</li> </ul>	<ul style="list-style-type: none"> <li>• Participate and/or organize Study Group via face to face, on-line or conference call</li> <li>•Be a mentor to a CFRE candidate</li> </ul>	<ul style="list-style-type: none"> <li>•Select one or two people to mentor you through the FAHP preparatory process (Refer to FAHP preparatory package)</li> <li>•Refer to suggested bibliography</li> <li>•Be a mentor to a CFRE candidate</li> </ul>
Volunteer Involvement (Earns Points)	<ul style="list-style-type: none"> <li>• Organize a Roundtable</li> </ul>	<ul style="list-style-type: none"> <li>•Participate at the Regional Level – Committee Member, Chair, Regional Track Dean</li> <li>•Participate as a speaker at an AHP educational offering</li> </ul>	<ul style="list-style-type: none"> <li>•Continue volunteer participation regionally and internationally</li> <li>•Submit articles to AHP for publications</li> </ul>	<ul style="list-style-type: none"> <li>• Consider an AHP leadership volunteer position, i.e., Regional Conference Chair, International Committee</li> </ul>



## Philanthropy Pathway

The ultimate destination of the Philanthropy Pathway is to reach professional accreditation. AHP partners with CFRE International to begin the accreditation process and encourages professionals to obtain the highest level of accreditation – Fellow or FAHP.

Detailed information on eligibility requirements and the application forms can be found at:

CFRE: <http://cfre.org/apply.html>

FAHP: <http://www.ahp.org/certification/fahp.php>

Certification Level	Prerequisites	Application Deadlines	Examination Dates	Exam Locations	Associated Fees
Certified Fundraising Executive (CFRE)	Minimum of five years experience in professional fundraising.	August 25, 2008	October 24 – November 15, 2008	Computerized testing centres throughout Canada – check out <a href="http://cfre.org/exam-locate-test-center.html">http://cfre.org/exam-locate-test-center.html</a> for locations and appointment bookings.	AHP Member: \$600 (US) for exam \$260 (US) for re-examination \$350 (US) for re-certification
Fellow (FAHP)	CFRE AND a minimum of eight years experience in raising & managing philanthropic funds for a healthcare organization.	May 16, 2008  July 24, 2008	July 18, 2008  September 24, 2008	Madison, Wisconsin – AHP Madison Institute  Chicago, Illinois – AHP International Conference	AHP Member: \$150 (US) application fee \$250 (US) exam fee