



**International Public Fundraising Council (IPFC)**

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# Edito

**Edito by JPKR, President of the IPFC and the AMRAC, Autorité Mixte de Régulation des Acteurs de la Collecte de fonds en face-à-face (France)**



For the last F2F Fundraising Summit in last september, a whole panel discussion was dedicated to the most important theme « How are F2F fundraising regulators worldwide working to strengthen standards & improve public perception of F2F fundraising ». One of the issues that has been discussed was about how to raise, not only standards, code of conduct, safety rules during pandemics, but also training and certification processes. The Q!SH in Germany and the QIF in Austria have been very proactive in building this approach and this 6th IPFC Newsletter is now dedicated to their studies. We therefore asked Franz

Wissmann, Vice-President of the IPFC and the Q!SH (Germany) and Stephan Kropf, from the QIF (Austria) and head of F2F Fundraising Congress to share their experiences in this most important field in the German and Austrian markets. Enough to inspire many F2F self-regulation bodies in the years to come !

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## **Trainings and certifications to strenghten F2F standards**

**Franz Wissmann, Vice-President of the IPFC and the Q!SH (Germany) and Stephan Kropf, from the QIF (Austria) and head of F2F Fundraising Congress**



Even though in some countries academic education on nonprofit management and fundraising has a long tradition, universities in many countries do not offer such programmes as there is no worldwide unified definition of the profession of fundraiser. Albeit some academic programmes most Fundraising professionals join their organization as a

lateral entrant. For this reason the most important educational framework on a global level is the certification of fundraising professionals offered by CFRE with test centres around the globe. Whith their certification they show respect to the huge variety of career paths Fundraisers take and make their informally gained knowledge visible.

Europe goes a similar way. With Norway, Sweden, Finland, the UK, Ireland, Austria, Germany, Poland, France and Switzerland 10 national Fundraising Association offer certified Fundraising education programmes according to the standards of the European Fundraising Association. <https://efa-net.eu/efa-certification/efa-qualifications> All EFA certified qualifications are built around a common set of competencies, which form the backbone of a robust professional fundraising qualification.

In both, CFRE and EFA certified education programmes practical experience is compulsory for the successful completion of the programme.

Fundraising training and education in Germany is often provided by the renowned Fundraising Academy Frankfurt, which has been in existence for more than 20 years.

Fundraising consultant training has been taking place there for many years. The three modules are designed in such a way that the most important fundraising tools are learned in a practical way. You acquire a certificate from the Fundraising Academy by taking a final test and participating in a simulation of agency work.

The target group are employees from social organizations, cultural projects and foundations who raise additional funds with limited budgets and time-limited resources. You can also bring in practical questions and develop your own fundraising concept as part of the training!

Contents include: What is fundraising? Donor loyalty; Planning, implementation and evaluation of a direct mail campaign; Annual planning; and management and controlling and fundraising strategies with a low budget.

Other topics are: ethics, governance, donations instead of gifts, fundraising and events, online fundraising acquisition, corporate cooperation and ... "face to face".

The course ends with agency work and a written corporate design test.

The course "Fundraising Management and Philanthropy (M.A.)" is the first Masters of its kind in Germany. Together with the Ludwigshafen University of Economics and Society, the Fundraising Academy developed an ambitious and goal-oriented intensive course in 2014 that combines science and business, theory and practice, empirical research and experience. The interdisciplinary way of working is based on scientific management concepts and always takes place from an international point of view.

This claim is reflected in the curriculum. There you will find topics such as fundraising management, corporate social responsibility (CSR), recruiting and personnel development, change management, project management, applied ethics and forms and communication channels of fundraising, where face-to-face fundraising also finds its place.

The course is programme-accredited. After successfully completing all modules and the Masters thesis, the students acquire the Master of Arts title from the Ludwigshafen University of Economics and Society. In the last 7 years, a number of Face-to-Face fundraisers have also completed this course. In the meantime you can continue studies in cooperation with the University of Heidelberg and finish it with a Doctors degree.

Also, in Switzerland you can study Fundraising Management, for example in Winterthur and in Olten, finishing with a Diploma or a Master's degree.

In summary, there are now numerous opportunities for fundraising education and training in the DACH region, and F2F-Fundraising is almost everywhere in the curriculum.

But when broken down to the Fundraising discipline the offers become rather low in numbers. Austria tried to go a different way, in particular on the discipline of F2F Fundraising.

Even though F2F-Fundraising has high potential for personal growth and development for the individual fundraisers, there has been a lack of learning and certification opportunities that makes those gained skills and competencies visible. Training on the job by agencies or in-house programmes cannot compensate for such a certification, as a third party must set comparable education and testing standards across the market.

Together with the members of the Austrian Quality Initiative in F2F Fundraising (QIF), the Austrian Fundraising Association developed a curriculum that accompanies but does not substitute for individual education programmes by agencies and in-house programmes. After several rounds of testing and improving the first on-demand training for F2F-Fundraisers was launched in Austria on June 1st, 2022,

with the goal of giving a theoretical basis to their practical knowledge and to make informal knowledge visible.

F2F-Fundraisers with at least 30 active days as Fundraisers are eligible for the certification process and they have to be nominated by their employer. The whole of the online training meets the needs of self-paced learning and therefore it is accessible 24/7 for 30 days. Experience shows that it requires roughly 5 hours to go through the whole content and the testing procedure.

High quality standards have been put into place by the Austrian Fundraising Association. At least 80 % of all questions have to be answered correctly to pass the test. After successful completion of the test participants acquire a certificate that highlights the competencies obtained through their experience as fundraisers from a third and independent party.