

ADVANCED CREDENTIALING



WWW.NANOE.ORG
NANOE



NANOE is the only nationwide membership organization for Executives seeking credentials in the art of nonprofit capacity-building. Practitioners who hold a prestigious NANOE credential are “best practice” experts who grow charitable enterprise and discover new ways to advance the common good.

Executives with the designation CNE, CDE and/or CNC believe that “innovation never fears a challenge” and that the greatest contribution nonprofit practitioners can make to charity is to become the creative, thinking enterprise-leaders our sector so desperately needs.

NANOE Credentialing is based on a new set of governing practices for nonprofits developed by a network of experts (practitioners, policy makers, academics and industry leaders) committed to increasing nonprofit organizational capacity. These “guidelines” were developed over a three-year period using university-led research, a growing literature set on the characteristics of high-performing nonprofit leaders and data on charities who engage in new ways to raise revenues. These transformational principles free an organization from the restraints imposed by outdated methods while adhering to principles of moral agency, stewardship, freedom of speech, freedom of peaceful assembly, ethical practice, and transparency.

Practitioners who receive a NANOE Credential have demonstrated a command of these new guidelines and are advocates for major organizational structural and operational changes within the charitable sector. They’re practitioners who *grow their organizations in ways that transform the communities they serve.*

WHICH CREDENTIAL IS RIGHT FOR YOU?

Veteran Executives



PAMELA BALLARD
MHR, CNE, CNC
United Way

Veteran Fundraisers



HALL POWELL
MBA, CDE, CNC
Development Systems Intl.

Veteran Consultants



KATHLEEN ROBINSON
Ph.D, CNE, CDE, CNC
Clemson University



CERTIFIED NONPROFIT EXECUTIVE (CNE)

Striking the balance between managing volunteer board members, administrators, front-line staff, programs, finance and fundraising presents nonprofit managers with the complex and perfect storm of corporate oversight. Practitioners who hold CNE learn new ways to prioritize capacity-building that ensures they weather the tumultuous seasons of nonprofit administration. Certified Nonprofit Executives become the capacity-building expert CEOs, CFOs, COOs & CDOs a charitable enterprise needs to expand its mission!



CERTIFIED DEVELOPMENT EXECUTIVE (CDE)

Many fundraisers come to the nonprofit sector with great intentions to advance a charity’s mission without having correctly answered the question, “who is our customer?” Executives mistakenly think that the rain forest, the student, the homeless or a family-in-need are their customers and therein lies the difficulty. Individuals you serve are not your customers because they have no money. Certified Development Executives are expert at understanding who their true customer is and are equipped with new best practices that ensure they create life-long partnerships with new friends who financially invest in your mission.



CERTIFIED NONPROFIT CONSULTANT (CNC)

(CNC) During our careers, at one point or another, many of us wonder if we could be trusted to share our expertise with others in a way that produces personal income. The truth is, successful consulting is more than sharing your experience...it’s a coveted lifestyle with multiple dimensions. First, you need to be an expert in particular area of nonprofit management. Second, you must learn how to disseminate your knowledge using the consulting arts. Third, you must build a sustainable business enterprise that consistently generates opportunities to serve. Practitioners who hold the CNC credential are nationally qualified experts who labor alongside nonprofits, providing the organizations they serve “big wins!”

HOW CREDENTIALING WORKS

IT'S ONLINE, AUTOMATED AND...ACHIEVABLE

1. Determine which credential(s) is right for you...CNE, CDE, CNC
2. Join NANOE as a Practitioner, Organization or Enterprise Member
3. Pay your one-time fee(s) \$98 for one credential, \$148 for two, or \$198 for all three
4. **Complete your personal experience profile** (*memorialize your vocational journey*)

CNE, CDE and/or CNC credentialeds have a history of employment as a professional member of a nonprofit organization staff, a professional consultant to nonprofit organizations, or has been employed in a field directly relating to service deliverables for the nonprofit sector. **(no minimums required)**

5. **Complete your training profile** (*memorialize your instructional journey*)

- | | |
|-------------------------|-------------------------|
| a. Academic Degrees | d. Public Presentations |
| b. Existing Credentials | e. Authoring |
| c. Continuing Education | |

(no minimums required)

6. **Complete and pass your credentialing exam** (*automated & online*)

- | | |
|------------------------------------|--------------------------------------|
| a. Certified Nonprofit Executive | 250 Multiple Choice Questions |
| b. Certified Development Executive | 160 Multiple Choice Questions |
| c. Certified Nonprofit Consultant | 100 Multiple Choice Questions |

70% pass rate. 30 day time limit (includes SAVE AS YOU GO function)
Pass/Fail status is revealed to examinee immediately upon test completion

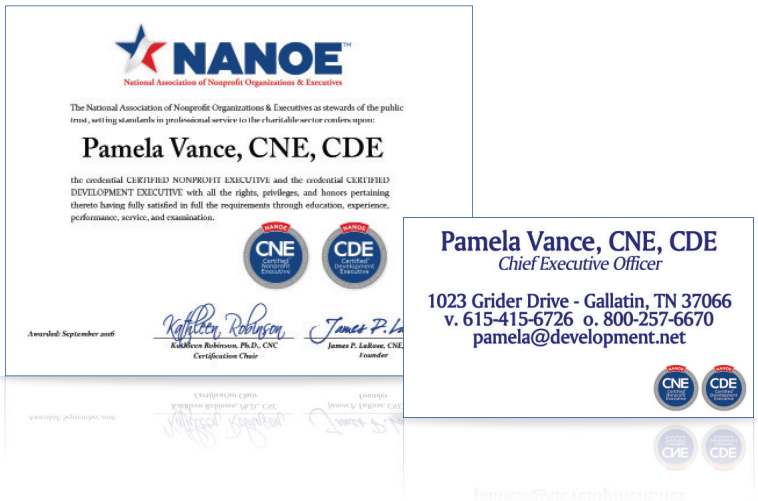
7. NANOE's Credentialing Board will confirm your completed process within 2-3 weeks

8. **ONCE YOU'RE CERTIFIED YOU'RE ALWAYS CERTIFIED.** No re-certification required as long as you maintain your annual membership with NANOE

CREDENTIALING QUICK FACTS

PRACTITIONERS WHO SECURE A NANOE CREDENTIAL:

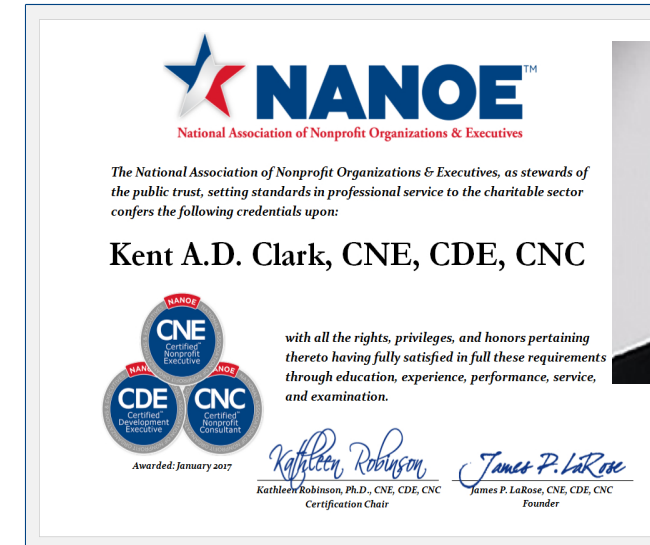
1. Are recognized by employers in the nonprofit sector as having met a series of standards set by NANOE demonstrating a superior commitment to growing capacity within nonprofits.
2. Have their personal certification officially recorded at the offices of National Association of Nonprofit Organizations & Executives.
3. Receive an official Credentialing Certificate demonstrating their achievement.
4. Receive the credential CNE, CDE, CNC and are authorized to use this designation in their public title.
5. Are provided the CNE, CDE and/or CNC badge for use on business cards, letterhead, websites, etc.
6. Are members in good standing of National Association of Nonprofit Organizations and Executive (NANOE).
7. Pay a one-time fee of \$98 for one credential or \$148 for two credentials or \$198 for three credentials.
8. Avoid cumbersome and expensive recertification processes for CNE, CDE or CNC. Credentials are maintained as long the holder maintains membership in NANOE.
9. Experience the satisfaction and challenge of a meaningful adult continuing educational process that ensures their effectiveness now and in the future.



WHY NANOE? WHY CREDENTIALING?

BECAUSE YOU'RE GOING TO LOVE WHAT IT DOES FOR YOU

1. Credentialing grants you credibility. NANOE serves as an impartial, third-party endorsement of your knowledge and experience. It adds to your credibility and sets you apart from other professionals as an expert capacity-builder.
2. Credentialing reflects achievement. CNE, CDE and/or CNC certification is a demonstration of personal accomplishment by mastering modern standards that supercharge nonprofit growth.
3. Credentialing improves your worth in the nonprofit marketplace providing you a distinct advantage when being considered by an organization for employment or counsel. NANOE Credentials clearly identify you as a professional who has internalized principles that grow charitable enterprise.
4. Credentialing prepares you for greater responsibilities. Your success in securing this moniker is a clear indicator of your willingness to invest in your own professional development. Credentialed executives are aware of the changes in and around their profession and possess the desire to anticipate and respond to that change.
5. Credentialing offers recognition from peers. Individuals who possess a NANOE Credential can expect increased recognition from your associates for taking that extra step in your career.
6. Credentialing improves skills and knowledge. Achieving certification requires training, study and “keeping up” with changes. NANOE Credentialing showcases your individual mastery by confirming proficiency and knowledge in the field.
7. Credentialing demonstrates your commitment to the charitable sector. Receiving a NANOE Credential shows your clients and peers your commitment to your nonprofit career and your ability to perform to set standards.
8. Credentialing enhances the consulting profession's image. NANOE's credentialing program seeks to grow, promote and develop professionals, who distinguish themselves as role models in the nonprofit field.
9. Credentialing enriches self-esteem. Credentialing is a step toward defining yourself beyond a job description or academic degree while gaining a sense of personal satisfaction.



“NANOE study materials fill the void created by the clichés and redundancies of our current fundraising profession. You might call NANOE credentialing a ‘new and improved’ program for development officers who truly excel in the art of fundraising. I’m excited to see what lies ahead!”

Tracy S. Ebarb, CFRE, CNE, CDE, CNC
Business Development Director
International Bowling Hall of Fame - Arlington, TX



*“Achieving a NANOE credential provided me the single most important adult continuing education experience of my career. Get ready for some **big changes** if you take this on!”*

LuAnn Daniel, CNE, CDE, CNC
Founder & CEO
Women Rock - Sherman, TX



*“NANOE has clearly established a new set of modern ‘best practices’ that challenge everything we believe about the raising of money. Finally, there’s a membership organization that’s providing me **exactly what I need!**”*

Gail Wilson-Giaratano, CNC
Chief Executive Officer
Anchor Shred Recycle - Columbia, SC

EVERYTHING YOU NEED TO SUCCEED...

CNE, CDE & CNC EXAMS ARE SUPPORTED BY STUDY GUIDES WRITTEN EXCLUSIVELY FOR NANOE MEMBERS AND ARE PASSWORD-PROTECTED IN NANOE CENTRAL'S ONLINE CAPACITY-BUILDING LIBRARY.



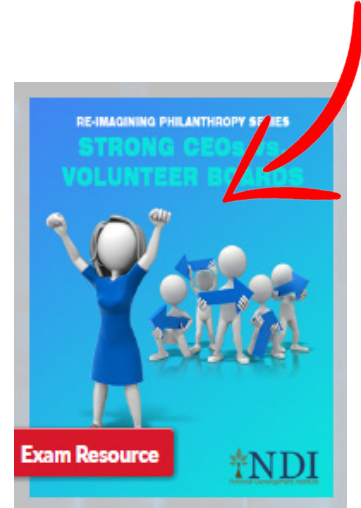
THE EXAMS...HERE'S HOW IT WORKS

ACTUAL TEST QUESTION AND SUPPORTING DOCUMENTATION AS IT APPEARS ON A NANOE CREDENTIALING EXAM

Here's exactly what you'll see when using NANOE's automated platform.

EXAM SECTION 1 - TRUSTED RECIPROCAL RELATIONSHIPS

The following questions are based on written material found in the **STRONG CEOs vs. VOLUNTEER BOARDS RESOURCE BRIEF**.



- QUESTION 53 - The talk of 'governance' in industry literature is often based on the following set of beliefs:
- 1. Boards needs to be suspicious of CEO leadership and management behavior, and that CEOs are not to be trusted. 2. Trust is not central to board/CEO relationships because the board may overlook financial or other operational mismanagement. 3. Board efficacy is based on control of leadership, management, and operations directions. How do these beliefs effect a nonprofits ability to build social capital?
- PLEASE CHOOSE THE CORRECT ANSWER(S)
- A) Nothing is wrong with this view. The board has the responsibility to ensure that the corporation's assets are used for the organization's mission and not self interests, or for purposes other than the corporation's mission.
 - B) It assumes, either implied or directly stated, that most CEOs can't be trusted to act on behalf of the corporation's interests rather than their own.
 - C) It significantly weakens a CEO's belief that they can build an organization and apply its resources in ways that respond to challenges and opportunities as they arise and are related to mission accomplishment.
 - D) It discourages building trusting, engaged, reciprocal, communicative, transparent relationships with one another.
 - E) It has caused board roles and responsibilities to broaden with time so that the board is often talked about as doing the job of a strong CEO.

(B. C. & E.)



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