

MAJOR GIFT OFFICER IMMERSION TRAINING

WHY MGO CERTIFICATE

The PLAN design for a Major Gift Officer specialization acknowledges the integrity and usefulness of the CFRE training and status and has developed this subset to increase the emphasis of the “Relationship Building” and “Securing the Gift” components of training from 43.5% (CFRE) to 90% of both the effort and assessment of the participant.

In the field of Philanthropy, the consummate Major/Principal Gift Officer often feels compelled to strive toward executive management in order to achieve recognition, job growth and status within their profession. This, all too frequently, results in the loss of a great MGO to a job for which he or she is less suited. The PLAN *Certificate of Completion* major gift officer and the PLAN *DIPLOMATE CERTIFICATE* major gift officer designations will offer new visibility and credibility for the MGO community, as well as assurance of a standard of knowledge, performance, and practice for the institutional decision makers who recruit and promote them.

This concentrated approach will prepare professionals who choose to remain focused on the Major and Principal Gift specialization in the field of Philanthropy, who may (ideally) apply the training for credit toward the CFRE designation. The focus of the intensive training program will be on the application of knowledge (gained through reading and professional experience) to problem-solving, case analysis, and skill demonstration during highly interactive sessions. Integration of knowledge, inspiration, and the use of Best Practices in the field are included in the evaluation of Major Gift Officers seeking a certificate from this novel program.

Major Gift Officer Certification Training offers two designation levels:

I. *CERTIFICATE OF COMPLETION* of the MGO Professional Program,

CMGO (AFP, PLAN)

- This includes the immersion training, independent study and written examination for applicants with a minimum of 3 years in the profession and evidence of 5 or more major gift closes.
- CMGOs must complete a minimum number of continuing education credits per year to maintain their status (through Association approved courses and programs).

2. *DIPLOMATE* status for those who additionally fulfill the MGO professional practice requirements, **DMGO (AFP, PLAN)**

- Diplomat status is available to applicants who have completed the CMGO program plus:
 - A minimum of 5 years of professional Major Gift experience.
 - Demonstrated success in managing a Major Gift portfolio, with evidence of sustained relationships and gift closing.
 - Candidates may qualify for special Diplomat designations, with evidence of success in closing 3 or more gifts in the following categories:
 - A ready to solicit major gifts up to \$250,000
 - AA ready to solicit gifts up to \$1 million
 - AAA ready to solicit gifts over \$1 million