MY MOTIVATION

Your path to earn the CAE will be unique. You will need to make choices on how to prepare based on your individual motivation, professional and educational background, personal learning preferences, and available resources. This worksheet is designed to help you reflect on your current strengths and plan your path to earning the CAE credential.

I want to earn the CAE because:

I would like to hold the CAE credential by: ________________________________

MY BACKGROUND

My professional background has given me experience in the following Exam Content areas:

- **Domain 1: Governance**
  - Governance Structure
  - Chapters and Affiliate Relations
  - Volunteer Leadership Development

- **Domain 2: Executive Leadership**
  - Decision Making
  - Ethical Leadership
  - Diversity, Inclusion, and Equity
  - Adaptive Leadership

- **Domain 3: Organizational Strategy**
  - General Management
  - Critical Analysis and Planning
  - Knowledge Management

- **Domain 4: Operations**
  - Financial Management
  - Human Resources
  - Legal Oversight and Risk Mitigation
  - Infrastructure and Technology
  - Vendor Relations

- **Domain 5: Business Development**
  - Program, Products, Services, and Non-dues Revenue
  - Meetings and Events
  - Certification, Licensure, and Accreditation
  - Industry Standards
  - Strategic Partnerships

- **Domain 6: Member and Stakeholder Engagement and Management**
  - Recruitment and Retention
  - Stakeholder Identification and Cultivation
  - Volunteer Management
  - Ethics

- **Domain 7: Advocacy**
  - Government Relations
  - Coalition Building
  - Public Policy

- **Domain 8: Marketing and Communications**
  - Marketing
  - Brand Management
  - Communication
  - Public Relations
My professional background has given me experience with the following types of nonprofits:

a. Nonprofit organization types:
   - Trade association
   - Individual membership organization
   - Philanthropic organization
   - Professional society
   - Tribal organization
   - Other

b. Membership types:
   - Companies/institutions only
   - Individuals/professionals only
   - Combination - both individuals/professionals and companies/institutions
   - Donors

c. Membership scope:
   - Local
   - State
   - National
   - International

d. Membership size:
   - A limited number of members
   - Several hundred members
   - Thousands of members

e. Staff size:
   - Less than 10 employees
   - 10 – 49 employees
   - 50 or more employees

Areas of the exam content that I have formally studied include:

- Domain 1: Governance
- Domain 2: Executive Leadership
- Domain 3: Organizational Strategy
- Domain 4: Operations
- Domain 5: Business Development
- Domain 6: Member and Stakeholder Engagement and Management
- Domain 7: Advocacy
- Domain 8: Marketing and Communications

PERSONAL LEARNING PREFERENCES

My preferred methods of learning are:

In general, I would characterize my ability and comfort with test taking as:

RESOURCES I PLAN TO USE TO ASSIST ME IN MY PREPARATION

I plan to ask the following people for help as I prepare for the CAE:

I plan to use the following resources to prepare myself to earn the CAE: