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same training as finance professionals at other businesses

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Americans value the work and contributions of the nation's not-for-profit organizations. Now, in a finding that provides further evidence of the sector's

growing economic importance, a public opinion survey conducted for the American

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employees of not-for-profits should get the same training and resources as other finance professionals.

The survey results will provide incentive for accountants and others who work in or with the nation's not-for-profit sector to consider earning a certificate of educational achievement for their work in this important field through the AICPA's new [Not-for-Profit \(NFP\) Certificate Program](#). The NFP Certificate Program, which is being launched today, is a 40-hour on-demand experience covering the essentials of not-for-profit financial responsibility.

The needs of each of the nation's 1.5-million not-for-profit entities differ substantially, and those advising them on financial matters may not necessarily be CPAs. The Certificate Program will allow all of these individuals to earn an award of educational achievement for their knowledge in the areas of accounting, tax, audit risk and governance.

"Tens of thousands of CPAs are involved with not-for-profits as external advisors, employees or board members," said Clar Rosso , AICPA vice president for member learning and competency. "Beyond that, nonprofit employment accounts for approximately 10 percent of total employment in the United States. So there are a significant number of individuals – CPAs and others – who we believe will welcome and benefit from the opportunity to earn a certificate for their important work."

More than half of those polled in the CARAVAN survey – 57 percent – would be more likely to donate money to a not-for-profit whose employees receive regular updates about financial management issues and trends. "That should serve as a call for not-for-profit executives and board members to encourage their staff to pursue the necessary competencies," Rosso added.

Next month, the AICPA will offer membership in a Not-for-Profit Section that will

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