

# CNC - Certified Nonprofit Consultant Practice Test Questions and Answers

## 1. What is a donor recognition program?

- A) A program that identifies major donors for public recognition.
- B) A donor recognition program is a strategy to show appreciation and build relationships with donors.
- C) It focuses on tracking donations only.
- D) Donor recognition is only necessary for large donors.

## 2. What is a nonprofit's 'brand identity'?

- A) The organization's legal name and incorporation documents
- B) The visual and verbal elements that communicate the organization's personality and values consistently
- C) The number of social media followers the organization has
- D) The list of branded merchandise the organization sells

## 3. What is a nonprofit's 'elevator pitch'?

- A) A fundraising appeal delivered in elevators
- B) A brief, compelling description of the organization's work that can be delivered in about 60 seconds
- C) A pitch deck presented to elevator companies for sponsorship
- D) A short summary of the organization's financial performance

## 4. What is a logic model in program design?

- A) A logic model is a financial budget.
- B) A logic model is a visual representation of program components and their relationships.
- C) A logic model is used only for marketing purposes.
- D) A logic model is irrelevant to nonprofit program planning.

**Answers: 1-B 2-B 3-B 4-B**

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