

With the increasing prevalence of scanning technology, employing keywords in a resume to attract maximum attention - by a human and/or computer scanner - has become a critical component of building an enticing resume. **Keywords are the terms deemed by the employer to representing the essential job attributes.** Each employer, industry and profession has specific keywords. Companies and recruiters search resumes for specific keywords / key phrases to find the candidates with the skills, qualifications and expertise to fulfill the job requirements. Incorporating keywords into a resume and cover letter help you to secure optimum attention and outperform your competition.

The words you select should portray your Value Proposition and match what the employer is seeking. Incorporating job specific and employer pertinent keywords in the top third of page 1 of your resume significantly elevates your chances of attracting the employers' interest in your candidacy. How do you find the "right" keywords to secure maximum attention? Utilize your knowledge of the company, profession, industry and review online postings of similar positions. Each profession has the potential for hundreds of keywords; the list below is just the tip of the iceberg! With the prevalence of electronic search capability, failure to incorporate the "right" keywords is not an option!

Not For Profit / Association Management

Advocacy	Endowment	Private/Public Partnerships
Annual Giving	Executive Leadership	Program Management
B2B / B2C Marketing	Facility Management	Proposal Writing
Board of Directors	Foundation Management	Prospect Research
Budget Preparation	Funded Research	Public Relations
Campaign Management	Fundraising Policies	Raisers Edge
Case Management	Grant Writing	Regulatory Affairs
Cause Related Marketing	Major Gifts	Relationship Management
CFRE / ACFRE	Member Retention	Resource Management
Community Engagement	Member Services	Social Media Fundraising
Community Outreach	Mission Statement	Special Events
Corporate Sponsorship	Organizational Development	Stakeholder Management
Cost Control	Philanthropy	Standard Operating Policy
Development	Planned Giving	Strategic Fundraising
Direct Mail Fundraising	Press Relations	Volunteer Empowerment
Donor Recognition	Press Releases	Volunteer Recruitment