



For Immediate Release

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ALDE Rebrands as Association for Christian Fundraising

ORMOND BEACH, Fla., Feb. 6, 2023—As part of broader efforts to expand its scope and become more inclusive, the organization formerly known as the Association of Lutheran Development Executives (ALDE) has rebranded as the [Association for Christian Fundraising](https://www.acfundraising.org), or ACF.

The new Association for Christian Fundraising brand positions the organization to expand its network of individual and organizational members by explicitly welcoming fundraisers from many different expressions of the Christian faith.

“There are few organizations addressing the needs of professional fundraisers serving in a Christian-specific context,” ACF Executive Director Laurie Brill said. “While we value our Lutheran heritage, the Association for Christian Fundraising can now welcome and address the needs of all fundraisers serving a diverse collection of Christian organizations, as well as fundraisers who work at secular organizations while personally being guided by their faith. Equipping members for excellence and welcoming others into this extraordinary network—as they each carry out their missions—is a board priority.”

Established in 1979, the former ALDE organization was created to provide educational training and camaraderie for fundraisers with Lutheran-affiliated charities, schools and other institutions. While it has welcomed members from other faiths for many years, the ALDE Board of Directors voted to recommend the name change in late 2022 to clear up confusion over membership criteria. The full membership then voted to ratify the name change with 91 percent of returned ballots approving the measure.

“This updated identity and our commitment to serving fundraisers in the Christian context is a testament to the long history and tradition of welcoming newcomers into our midst,” said David Fuerst, ACF Board President. “We now embark upon the next chapter of a journey that began long ago when a small group of Lutheran fundraisers and public relations professionals sought a space for collaboration, networking and professional development.”

ACF will host its annual **Faith & Fundraising Conference 2023** in Myrtle Beach, S.C., on Feb. 26-March 1, 2023, which provides a four-day networking and educational experience for several hundred members and potential new members. More information about the conference can be found at faithandfundraisingconference.org.

About Association for Christian Fundraising:

Formerly the Association of Lutheran Development Executives (ALDE), the Association for Christian Fundraising (ACF) aspires to be the primary resource for those who value philanthropy through the lens of Christian values. Members serve nonprofit organizations, schools and those complementary businesses that support them. ACF has a renewed focus to provide a collegial setting and Christian perspective for professionals working in nonprofit fundraising, communications, marketing, leadership and related fields from a variety of faith traditions. To learn more about ACF, visit [acfundraising.org](https://www.acfundraising.org).

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