

The Numbers That Shape ALDE

Annual Report 2018-2019

2017-2018 Figures in Italics

612 Members
656 Members

89 New Members
120 New Members

\$483,440
in Net Assets

85 CFREs

35 Executive Search
Job Postings
43 Job Postings

48.5% Email Open Rate
18.9% Industry Average

9.5% Click Through Rate
7.9% Industry Average



\$43,788
Given to Annual
Fund
\$45,079 Given

185 Donors
221 Donors

255 IGNITE: North Texas
2019 Attendees
305 at Minneapolis 2018

41.7% of Members
Attending
46.2% Attending

4.25/5 Conference
Rating
4.23/5 Conference Rating

4.32/5 Educational Value
4.2/5 Educational Value





Letter From the President

Christine M. Zrinsky

Dear ALDE Members and Friends:

I am honored to serve ALDE and to build upon Jason Gerdes's strong leadership as ALDE transitioned to new Executive Director Laurie Brill. It has been a time of change and opportunity. Such opportunities are energizing yet also daunting.

As we mark one year since Phyllis Castens Wiederhoeft retired and Laurie began her service, it seemed the right time to launch a formal strategic planning process. Your board started this effort during the November 2019 meeting and devoted nearly all of that gathering to this process. We interviewed dozens of ALDE members to learn what they value about our association and what we could do to better serve our members. We now want to hear from you and will be doing a survey of the full membership. We

encourage you to share your thoughts and suggestions, which will make ALDE stronger and ever more relevant.

As Christian fundraisers, we share a commitment to serving our Lord Jesus Christ, our organizations, and each other. We honor our Lutheran heritage but believe a diversity of voices at the table will make us even stronger. We look forward to hearing from many of you as we shape a strong future for ALDE.

Thank you for making ALDE such a special organization that offers not only excellent professional development opportunities but also meaningful fellowship. I treasure the many friendships I have developed and nurtured during my 25 years as an ALDE member, and I look forward to meeting many of you during IGNITE this year. Blessings to you in your work.

Christine M. Zrinsky
ALDE President
Senior Vice President for Development, Lincoln Park Zoo
Chicago, Illinois



Message From the Executive Director

Laurie Brill

A Year of "Firsts," Shaped by Grace and Patience

As I reflect upon my first year of service with ALDE, I give thanks for the spectacular gift of God's grace. I have been welcomed into a community of ALDE members who appreciate the wonder of grace. Through extraordinary support and encouragement, you have held space for and walked alongside me as I have worked to "grow into" the role of Executive Director. I embraced the spirit of "infinite inquiry," and I humbly acknowledge that during my first few months I had more questions than answers.

That which is unfamiliar is often uncomfortable, and I have been reminded on many occasions to "Be joyful in hope, patient in affliction, and faithful in prayer" (Romans 12:12). After serving 28 years in Lutheran higher education, I bring to ALDE the same level of commitment to vocation in which we are called to enter and meaningfully engage the world. ALDE members live life in relationship to others who make a difference, thus creating a unique opportunity to network at IGNITE.

Imagining and exploring beyond what has been previously prescribed requires patience, courage, and the steadfast support of ALDE's Board of Directors and its members. After celebrating ALDE's 40th anniversary in 2019, we now focus on the future and embrace the onset of thoughtful change, which will better position ALDE to thrive in the years ahead.

The ALDE Board of Directors, under the leadership of Board President Christine Zrinsky, has formally engaged in a strategic planning process in an effort to clarify mission and vision; gather and analyze information; formulate and implement a strategy; and measure results. In late October, the board conducted 45 phone interviews to assess what currently matters to our stakeholders with a goal of defining new common grounds statements (strategies).

In mid-November, the ALDE board met in Las Vegas to explore

and discuss a shared board vision for the future. This collective vision work was influential in grounding an initial phrase highlighting purpose, "Excellence in Christian Philanthropy." ALDE strives to provide exceptional Christ-centered, ethical, and professional development experiences resulting in best practices in mission advancement. This statement of purpose was central to the board's development of five common ground statements:

1. Educational Excellence
2. Communication
3. Financial Stability
4. Culture of Collegiality
5. Stakeholder Accountability.

During IGNITE: Las Vegas 2020, the board will continue this very important work by discerning/outlining board commitments, timeframe expectations, and further developing a final plan to share with the membership. In the midst of developing/establishing/advancing a grounded strategic plan, I reflect upon Isaiah 43: 18-19: "Remember not the former things; nor consider the things of old. Behold, I am doing a new thing; Now, it springs forth, do you not perceive it? I will make a way in the wilderness and streams in the desert." Together, we are forging a meaningful and sustainable path.

Laurie Brill
ALDE Executive Director



Inspire, educate, and mentor the Christian fundraising community to spark generosity for mission.



Up Close

With ALDE Board Candidates

Alice Mowbray

Director of Development
Bethel Lutheran Church -
Madison, Wisconsin

For Secretary

Alice has been with Bethel Lutheran Church for 20 years. For over a decade earlier in her career she worked in finance and national sales for Ohmeda (now GE Medical).

A 20 year ALDE member, Alice served as Treasurer for the Wisconsin Chapter for four years. She is also a member of the Wisconsin Planned Giving Council and Downtown Madison Incorporated, and was an AFP member for more than 10 years. She holds an associate's degree in industrial accounting.

Alice attends Bethel (ELCA), where she was Treasurer and President of the Church Council in the mid 1990s.

"ALDE has been a great resource for me, in terms of education and networking, since beginning work in development at Bethel. Its organization and helpful readiness is something that I'd be honored to add into, in order to continue our shared good work."



David Friesen

Gift Coordinator – Central District
Lutheran Foundation Canada
Winnipeg, Manitoba

For Member-at-Large

David has worked for Lutheran Foundation Canada for seven years. Prior to that, he worked in sales and business development for technology and investment education companies. David holds a diploma in computer technology and a certificate in business administration.

He has been an ALDE member for seven years and a board member for two years.

David's congregation is Saint James Lutheran Church, Winnipeg, Manitoba (Lutheran Church—Canada). He has served congregations as a Youth Leader, Director of VBS, and Treasurer.

"I am passionate about charitable giving to support the work of the church. ALDE does an exceptional job of teaching, training, and supporting those that work in the faith-based field of fundraising and legacy giving. It has been a pleasure serving on the board of ALDE and I hope that my continued service will help ALDE move forward into its next chapter."



Brian Gavin

Senior Vice President – Communications & Marketing
Volunteers of America
Alexandria, Virginia

For Member-at-Large

Brian has served Volunteers of America for just over a year. Previously, he worked at Lutheran Social Services of New York as Vice President of Advancement & Communications. In addition, Brian served Catholic Charities in communications and fundraising positions for over a decade — both at local offices in New York,

and nationally at Catholic Charities USA in Alexandria, Virginia.

Brian holds a B.A. in communications and business from The University of Scranton, as well as an M.A. in public communications from Fordham University.

He is a five year ALDE member and served as ALDE Big East Chapter President for two years. He is or was a member of The National Press Club of Washington, D.C.; Public Relations Society of America; AFP; The Nonprofit Alliance; and the Data & Marketing Association. He is a member of Basilica of St. Mary (Roman Catholic) in Alexandria.

"I am a passionate promoter of organizations that do good in the world. I bring energy and a track record of success in fundraising, public relations, strategic communications, and change management. I love what I do!"

Susan Troutman

Director of Development
Lutheran Homes of South Carolina Foundation
Greenville, South Carolina

For Member-at-Large

Susan has been with Lutheran Homes of South Carolina Foundation for over two years. She previously served NovusWay Ministries for 16 years as CFO/COO in executive leadership with fundraising responsibilities. Susan joined ALDE six years ago as the fundraising role grew. She additionally worked as a full time church accountant for seven years.

Susan graduated from Presbyterian College with a Bachelor of Science degree in 1983, and is a graduate of the Center for Creative Leadership.

She currently serves on the ALDE Strategic Planning Committee and is also a member of Lutheran Outdoor Ministries, for which she serves on the Board of Directors as Treasurer.

Susan belongs to Trinity Lutheran Church (ELCA) in Greenville, South Carolina.

She has served, and continues to support, the church in many roles at the congregational, synodical, and churchwide levels.

"ALDE has helped me grow in my leadership through educational events and conferences by enhancing my fundraising skillset and practices along with growing my professional network. I am excited to be serving on the Strategic Planning Committee as we look toward the next three years and beyond. I would be honored to be able to give back to ALDE by serving on the board."



Treasurer's Report

Christine Post-Duncan, CFRE

Fiscal Year 2018-2019 ended June 30, 2019. It was another challenging year. Internal financial reports show a decrease in net assets of \$57,137. This was the result of the 2019 IGNITE conference experiencing a significant deficit, as did the 2018 IGNITE conference. A few cost cutting and revenue generating changes have been made for this year's conference, which we hope will prevent this scenario from reoccurring.

Wegner CPAs, LLP plan to present their preliminary audit report to the ALDE Board of Directors at the February board meeting.

Inspire, educate, and mentor the Christian fundraising community to spark generosity for mission.

ALDE Donors 2018-2019

*showing inspiring generosity to SPARK our
shared mission — THANK YOU!*

ALDE Cutting Edge Endowment Fund

John Andreasen
Martha Dahlke
Jon Dize
Lorraine Dorough
Richard Engdahl
Mark Hofman
Beth Nelson Chase and John Chase
Christine Safranek
Danielle Ward

ALDE Annual Fund

Patricia Agoudemos
Mark Anderson
Dave Assmus
Gwen Axelson
Peter Beeson
David Benson
Jim Bickel
Patricia Bilow
Martin Bimler
Fred Bleeke
Laura Brandt
Evan Brock
Conor Brooks
Ellen F. Bushman
Sarah Callahan
Robin Cherwinka
Keith Christensen
Katherine Conrad
Diane Covert
Martha Dahlke
A. Carolyn Dauner
Jon Dize
Lenora Doerfler
Lorraine Dorough
Roger Dow
Ellen Draeger Cattadoris
Ronald Drews
Johnnie Driessner
Lisa Dubay
Kristen Egan
George Engdahl
Donald Engel
Marta Erling-Spangler
Margie Fiedler
Richard (Rad) Finch
Kathryn Franzenburg
Jeff Frosch
David Fuerst - in honor of Dave Coker

Steve Gedwillo
Jason Gerdes
Brianna Gerzevske
Lori Graff
Jennifer Grandberry
Susan Greeley
Tom Grunow
Eric Gutberlet
Josh and Lindsay Guyer
Donald Hallberg
Tina Hamilton
Trish Haniszewski
Paul Hanson
Kathy Hauweisen
John W. Havrilla
JoAnne Heltner
Lisa Marie Higginbotham
Stephen Hitchcock
Mark Hofman - in honor of Phyllis Castens Wiederhoeft and Fred and Candace Bleeke
Christina Jackson-Skelton
Daniel Jenkins
Michael Johnson
Richard Jostes
David Kahle
Christopher Kind
Quinton Klabin
Al Koepke
Bethany Krepela
Bill Lapp
Matthew Leighty
James Leistikow
Jamie Lennon
John Lewis
Jane Lottes
Jeanie Lovell
Dionne Lovstad-Jones
Keith Lund

Sharon Magnuson - in honor of Phyllis Castens Wiederhoeft
Ben Marriott
Jane Pope Meehan
Harold Melser
Don Meyer
Paige Mills-Haag
Evan Moilan
Brenda J. Moore
Brian Mortenson
Dave Mossner
Alice Mowbray
Jon and Megan Nelson
Teresa Nelson
Beth Nelson Chase and John Chase
Dale Nettin
Mike Nevergall
Mark Olsen
Stan Olson
Andrea Oslikova
Carl Pace
Doug Page
Joan Pearson
Arnie Pierson
Bob Polansky
Lloyd and Ruth Probasco
John Puotinen
Jeff Quinto - in Memory of Scott Reinhard
Tom Rehkop
Dennis Remington
Teri Rice
Daniel Rift
Heidi S. Rixman
Sara Roemer
Daniel Ross-Jones
Christine Safranek
Jonathan Schleicher
Amy Scholz - in honor of former

board members and in honor of Phyllis Castens Wiederhoeft's mother-in-law
John Setzler
Matt and Wendy Sheffield - in honor of Phyllis Castens Wiederhoeft and Jon Nelson
Ann Sponberg Peterson and Gregory Peterson
Hans Springer
Andrew Steele
Michelle Steiner - in honor of Paula Kadel
Craig Stirtz
Jen Thomas
Theresa Thorburg
Chandra Thurman - in honor of Richard Thurman
Susan Troutman - in honor of Robert G. Coon
James Unglaube
Mark Van Scharrel
Clyde Andrew Walter
Mike Ward
Danielle Ward
Art Weiss
Ashley Wiehe
Eric Wilkie
Elliott Williams
Bob Wollenburg
Stephanie Wollenburg
Katharine Yarnell
Alan Zacharias
Martin and Angela Zimmann
Christine M. Zrinsky

Donors listed in red are Sustainers — making regular donations to the Annual and/or Endowment Funds.

ALDE 40th Anniversary

Kaarin Austin
Patricia Bilow
Fred Bleeke
Laurie Brill
Keith Christensen
Lorraine Dorough
Roger Dow
Rich Duncan - in honor of Phyllis Castens Wiederhoeft and Laurie Brill
Ross and Gloria Edwards
Kristen Egan
Terry and Jennifer Egan
Richard Engdahl

Michael Fischer
Jason Gerdes
Tina Hamilton
Rev. and Mrs. Arlyn J. Hausmann
JoAnne Heltner
Mark and Carol Hill
Mark Hofman
Mark Ladendorf
Dionne Lovstad-Jones
Harold Melser
Dennis Meyer
Beth Nelson Chase and John Chase
Doug and Kristin Page

Karen Pease
Thomas Ries
Jonathan and Chelsea Schleicher
Richard Schmidt
Brenda Solomon
Hans Springer
Craig Stirtz
Susan Ullsvik
Mark Van Scharrel
Clyde Andrew Walter and Kyle Severson
Phyllis Castens Wiederhoeft

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