

*ALDE has long been the leading resource for Lutheran and Christian fundraising and communication professionals . . .*

and the future holds great promise for ALDE's vision to extend further into the community of Christ. This vision will only be accomplished as ALDE is able to stay on the *cutting edge* of exciting, innovative opportunities for these professions and those venturing into these professions.

*ALDE has a track record of innovation:*

- **College2Career** – opportunities for students to explore philanthropic professions as interns
- **CFRE Study Days** – opportunities for members to engage in study groups with fellow members

The above opportunities and others were funded by the **ALDE Cutting Edge Endowment Fund**. That's the purpose of the fund – to explore innovative, creative ideas; providing the resources to test and implement them.

One member who benefitted greatly through his participation in CFRE Study Days said, *"I was excited to learn about the ALDE CFRE Study Day in Toledo, Ohio. The timing, location and collegial discussion were excellent and very affordable. Costs for similar study groups sponsored by AFP were more than double the costs compared to participating in the ALDE study group. I guess I should not be surprised that once again ALDE provided a high quality, best practice, continuing education experience that exceeded my expectations.* - Mark Hill, VP of Development, LSS of NW Ohio

*Why support ACEEF?*

*. . . because:*

- You live your belief in the value of stewardship for Christ
- You model proportional giving
- You want to express your thanks for the many colleagues and connections you have experienced through ALDE

*Encourage others to support ACEEF . . .*

- Designate ACEEF as the recipient of memorials or gifts for special occasions
- Share this brochure, and [alde.org](http://alde.org), with others

**ALDE**

**ACEEF:**

**The ALDE**

**Cutting**

**Edge**

**Endowment**

**Fund**



## Has ALDE helped you in your career? What about the future? What about others?

### Ideas get legs through ACEEF . . .

*“But just as you excel in everything . . . see that you also excel in this grace of giving.” - 2 Corinthians 8:7*

As you consider what has helped you grow and excel in your profession, think too of supporting the next new, exciting, innovative and implemented opportunities offered through ALDE. Think too of excelling in the grace of giving so that all continue to grow professionally and with Christ.

### Consider your role in ACEEF . . .

#### *. . . creative ideas call for creative funding!*

As you reflect on the blessings you have experienced and the assets you have accumulated during your years as a member of ALDE, think of how your financial support of ACEEF can bring those same kinds of blessings to others. Indeed, *creative ideas call for creative funding through ALDE’s endowment* for members and future members to grow professionally. Together we can provide the resources to build ACEEF, yielding income into the future to provide fertile ground for new ideas.

### A brief history . . .

ALDE has experienced phenomenal growth since it was started by just a handful of visionaries in 1979. Today membership, nearly 800, value deeply the connections ALDE provides for professional networking, Christian vocation and education in fundraising and communications.

An Endowment Fund was created in 1995-1996 as leadership recognized the need to connect ALDE to a strong future that will:

- Continue to offer innovative educational opportunities
- Provide start-up financing for new initiatives
- Sustain a legacy of learning for the future education of philanthropic professionals so they may continue to serve the people of Christ

Marlys Taege, past president of ALDE (1987-89), said, *“With an endowment, so many more services are possible than those provided solely by current income (membership fees and annual contributions). I strongly endorse the ALDE Endowment Fund.”*

### Back to the future . . .

*. . . today ACEEF becomes the creative expression of that Endowment Fund as ALDE inspires, connects and equips Christians for excellence in philanthropy.*

### Making ACEEF happen . . .

#### *. . . it’s up to you and me*

- Make a cash or stock contribution today
- Consider a deferred gift – a bequest, a gift annuity, a unitrust or other gift planning instrument
- Name ACEEF as one of your life insurance beneficiaries or partial primary beneficiaries
- Name ACEEF as one of your IRA beneficiaries or partial primary beneficiaries

Creative funding, like gifts to endow a distinguished lecture series for senior level executives, or other designated gifts, may also be accepted at the discretion of the ALDE Board of Directors.

