



Organizational Profile

Established in 1979 as “The Association of Lutheran Development Executives,” ALDE is an international community of fundraising and communication professionals that is **rooted in the Lutheran tradition** of the Christian faith and dedicated to serving God's people in the church and the world.

Since its inception, ALDE has employed **two executive directors**. The current, Phyllis Castens Wiederhoeft, is retiring after 17 years at the helm. ALDE has an **associate director**, Jon Nelson, who has been with ALDE nearly 10 years. Jon designs and manages most of the internal and external marketing and communication work, including upkeep of the CRM database and website. Additionally, the roles of **accountant, membership sales** and **exhibitor-sponsor sales** are covered by three independently contracted personnel. All of the staff work virtually. The **Board of Directors** is made up of ten members who are elected to two-year terms by the members and meet four times per year.

In 2015, ALDE underwent a rebrand and is now simply known as “ALDE.” Removing “Lutheran” from the name better reflects the association’s **commitment to embrace diversity** as a source of new questions, ideas and insight. While many of ALDE’s members and organizations represented continue to have ties to the Lutheran Church, it is an organization for **Christians working in faith-based and secular nonprofits** alike. ALDE members explore how work life intersects with beliefs, Christian faith and values.

The mission, and therefore the purpose of ALDE, is **to inspire, connect and equip Christians for excellence in philanthropy**. ALDE inspires, educates and mentors the Christian fundraising community to **spark generosity for mission**.

At the core, ALDE embraces the following values: **Vocation** drives **Faith-filled Service**, which requires **High Quality Education** as well as **Mentoring** and **Collaboration** in the context of professional **Collegiality** lived out through, and spilling over into, **Friendships, Connections** and **Relationships**.

These values find practical expression throughout the learning environment as well as through worship, service and other faith-centered activities. The **values-based education** provided by ALDE produces development professionals who are able to fully develop and utilize their God-given talents leading to lives of purpose, significance and service.

The vision of ALDE is that it will be the faith-based resource of choice for Christian fundraising and communication professionals.

ALDE’s **700+ members** come primarily from the United States and Canada. The association is made up of 17 regional chapters, and is highly **driven by volunteers** at both the chapter level as well as committees including membership engagement, communication, leadership development, resource, and education, which coordinates the annual international conference, known as IGNITE.