



Code of Ethical Principles and Practices

Mission Statement

The Association of Lutheran Development Executives is an international organization of fundraising and communication professionals which is rooted in the Lutheran tradition of the Christian faith and dedicated to serving God's people in the church and the world.

Professional Practices

Members of the Association of Lutheran Development Executives will:

1. Seek to serve Christ faithfully and hold his name as supreme.
2. Work for the best interest of the donor.
3. Strive to model and promote the concept of Christian stewardship among donors and ALDE professionals.
4. Portray accurately the institutional mission in all communications.
5. Maintain confidentiality in handling donor and prospective donor records.
6. Offer public recognition and appreciation for a gift only after donor permission has been granted.
7. Ensure accurate use of designated gifts, optimal management of all solicited funds and truthful reporting.
8. Comply with all federal, state, municipal and/or provincial laws.
9. Deal charitably, fairly and honestly with other professionals and organizations.
10. Maintain and encourage high levels of professional competence and accurately present professional qualifications and experiences to prospective donors and employers.
11. Be compensated by a salary or contractual fee agreement, not by fees based on a percentage of charitable gifts secured.
12. Avoid or otherwise disclose all potential conflicts of interest.