
Index

- Abbott, A., 12
Accountability: and compensation, 51–54; measuring, 7; personal, 59–60
Accreditation, 35. *See also* Credentialing
ACFRE. *See* Advanced Certified Fundraising Executive
Advanced Certified Fundraising Executive, 34, 38, 40, 44, 46
AFP. *See* Association of Fundraising Professionals
African Americans, 67
AHP. *See* Association for Healthcare Philanthropy
Aldrich, E. E., 51
American Red Cross, 52
Angoff method, 41
APRA. *See* Association of Professional Researchers for Advancement
Aramony, W., 52
Asian Americans, 66, 67
Association for Healthcare Philanthropy (AHP), 32, 34, 41, 46, 63
Association of Fundraising Professionals (AFP), 26, 32, 34, 42, 46, 56, 63, 91; *2002 Compensation and Benefits Study*, 55; *2003 Compensation and Benefits Study*, 54; Code of Ethical Principles and Standards of Professional Practice, 11, 55; Continuing Education Review Board, 42; *Member Surveys of Compensation and Benefits*, 46
Association of Professional Researchers for Advancement (APRA), 63
Astor, B., 76
Australia, 34, 47

Barlok, T. W., 72–74
Bloland, H., 5, 9, 10, 14
Bornstein, R., 5, 12, 16

Bouse, G., 16, 18
Brooks, R. C., 46

Canada, 34, 41, 46
Capek, M.E.S., 72, 78
Carbone, R., 5, 31, 39, 47
Careers in Fundraising (Wagner), 22
Carson, E., 64
CASE. *See* Council for Advancement and Support of Education (CASE)
Case Western Reserve, 28
Certificates, 35; certification *versus*, 37; value of, 37–43. *See also* Credentialing
Certification, 33–35; *versus* certificates, 37; and claims of competency, 39–41; and differentiation, 44–45; and donor confidence, 45; and employment advantage, 45–46; and higher compensation, 46–47; licensure *versus*, 35–37; and question of becoming certified, 43–47; and recertification requirements, 42–43; standards, 41–42; value of, 37–43. *See also* Credentialing
“Certification *vs.* Certificate” (Certified Fund Raising Executive program), 37
Certified Fund Raising Executive (CFRE) International, 17, 32, 34, 37, 38, 41–44, 46, 47, 55; *2002 Examination Annual Report*, 40, 47
CFRE. *See* Certified Fund Raising Executive (CFRE) International
Chaplin, H., 76, 77
Character, 51–54; primacy of core, 85–87
Chicago Women’s Foundation, 74
Chin, W., 78
Chobot, R. B., 31
Chronicle of Philanthropy, 43, 46, 91

- Cloud, S., Jr., 66
 Colgate University, 73, 74
 Commission-based fundraising, 55–57
 Compensation: accountability, ethics, and character in, 51–54; and commission-based fundraising, 55–57; as intersection of valuation and accountability, 51–61; perceived inequity in, within institutions, 57–59; understanding issues in, 54–55
 Competency, 39–41
 Cook, B., 12
 Core character, 85–87. *See also* Team, fundraising
 Council for Advancement and Support of Education (CASE), 63, 91
 Credentialing, 31–48; and accreditation, 35; and certificates, 35; and certification, 33–35; and certification *versus* certificates, 37; and licensure, 32–33; and licensure *versus* certification, 35–37; and professionalism, 17
 Cultural differences: benefits from understanding, 65–66; in giving, 65–66

 de Tocqueville, A., 56
Democracy in America (Tocqueville), 56
 Differentiation, 44–45
 Direct Marketing Association, 91
 Dirty work, 16
 Diversity: achieving, among professionals, 63–68; and benefits from understanding cultural differences, 65; and cultural differences in giving, 65–66; embracing, 66–68
 Donor confidence, 45
 Dundjerski, M., 76
 Duronio, M., 5, 15, 16, 64, 65

 Enron, 52
 Ethics, 51–54
 Experience, relevant, 90–92. *See also* Team, fundraising

 FAHP. *See* Fellow of the Association for Healthcare Philanthropy (FAHP)
 Fellow of the Association for Healthcare Philanthropy (FAHP), 32, 34, 38, 41, 44, 46
 Fennell, M., 10
 Ferguson-Patton, K., 76
 Fisher, J. M., 72
 Focus, 89–90
 Fogal, R. E., 60
 Fort Wayne, 77
 Foundation Center, 22, 71
 Freiburghouse, A., 73–75
 Fundraising: commission-based, 55–57; entry into field of, 23–25; opportunity of focused higher education in, 27–29; plan, 92–94; team, 83–94

 Gallup Poll, 66
 Gender: and competitive giving, 76–77; and cultivating significant gifts from women, 75–76; and size of women's gifts, 72–75
 Giving: cultural differences in, 65–66; gender differences in, 71–79
Giving USA 2003 (AAFRC Trust for Philanthropy), 61
 Goode, W., 7
 Grantsmanship Center, 26
 Grasso, R., 51, 52
 Greene, E., 74
 Greene, S. G., 64
 Grossnickle, T. R., 51
 Grumm, C., 74
 Guilty knowledge, 15–16
 Guttman scale, 8

 Hall, H., 71, 74
 Harris, J. T., III, 57, 58
 Harvard University, 72
 Havens, J., 12
 Hayes, M. J., 72, 78
 Hendrick, T. E., 46
 Hetherington, L., 456
 Hickson, D., 8
 Hispanics, 66, 67
 HNQ Digital, 74
 Hossler, D., 5
 Hughes, E., 15, 16

 Imagination, 89–90
 INDEPENDENT SECTOR, 75

- Indiana, 77, 78
 Indiana University, 22; Center on Philanthropy, 28, 91; Fund Raising School, 26, 28
 Internal Revenue Service, 34, 65, 78
- Jacobs, J. A., 34
 Job knowledge, 90–92. *See also* Team, fundraising
 Johnson, L. E., 46
 Joyce, R. A., 72–74
- Kaplan, A. E., 72, 78
 Kaufhold, G., 44
 Kehl, R. J., 43
 Kelly, K. S., 12, 67
 King, M. L., Jr., 86
 Koehn, D., 14–15
- Larson, M., 14
 Lasher, W., 12
 Latinos, 66
 Lay, K., 52
 Leicht, K., 10
 Levy, J. D., 21
 Licensure, 32–33; *versus* certification, 35–37. *See also* Credentialing
 Lingenfelter, M., 57, 58
 Lipman, H., 58
- MacDonald, K., 11, 12, 14
 Maslow, A. H., 87
 McMillen, L., 72
 Mesch, D. J., 78
 Millennium 2000 campaign (YWCA), 75
 Miller, A., 77
 Milwaukee Women's Fund, 74
 Moore, D., 77
 Murawski, J., 64
- National Commission for Certifying Agencies, 35, 39
 National Conference for Community and Justice, 66, 67
 National Council on Planned Giving, 91
 National Organization for Competency Assurance, 35
- National Society of Fund Raising Executives (NSFRE), 32
 Nayyar, S., 77
 New York Stock Exchange, 51
 New Zealand, 34, 47
 Newman, R., 72, 75
 Nicklin, J. L., 76
 Nielsen, C., 73
Non-Profit Times, 46
 Nonprofits, role of, 88–89
 NSFRE. *See* National Society of Fund Raising Executives
- Ogden, J. A., 46
 Openshaw, J., 72, 78
 Ostrander, S. A., 72
- Payton Philanthropic Studies Library, 22
 Payton, R., 12, 89
 Philanthropy, role of, 88–89
 Pogrebin, L. C., 75
 Pribbenow, P., 52, 58, 61
 Professionalism: financial results and measuring, 12–19; and fundraising as profession, 9–10; and fundraising as project, 13–14; impact of change on, 6–8; measuring, 5–19; and respectability, 14–15; strengthening, 47; theory and judgment in, 11–12
 Purdue University, 22
- Recertification, 42–43
 Regis University, 28
 Reporting standards, 17–19
 Research, 27
 Rockford College, 52
 Rollins College, 28
 Rooney, P. M., 16, 18, 78
 Ryan, J. P., 63
- Sargeant, A., 12
 Schervish, P., 12
 Schoon, C. G., 37, 39, 43
 Schutz, P., 83
 Sczudlo, W., 55, 56
 Self-knowledge, 87–88
 September 11 terrorist attacks, 52
 Shaw, S. C., 72, 76

- Skills preparation, 90–92. *See also* Team, fundraising
- Smith, I. L., 37, 39, 43
- Sommerfeld, M., 72, 75
- St. Mary's University of Minnesota, 28
- Staples, P., 76, 78
- Steinberg, K. S., 78
- Stephens, C. R., 83
- Sterling, C., 78
- Stevens, L., 72–73
- Sublett, D., 72, 73
- Suffolk University, 28
- Taylor, M. A., 72, 74, 76
- Team, fundraising: building, 83–94; and encompassing imagination, vision, and focus, 89–90; and fundraising plan, 92–94; and job knowledge and relevant experience, 90–92; and primacy of core character, 85–87; and self-knowledge, 87–88; and understanding role of philanthropy and nonprofits, 88–89
- Tempel, E., 5, 15, 16, 18, 64, 65
- Thomas, M., 8
- Training: formal skills, 26; impact of research and literature on, 21–29; informal, 26; literature and research on, 27; on-site, 27
- Trait: list, 8–9; measurement, 10–11
- United Kingdom, 34, 47
- United States Bureau of Labor Statistics, 78
- United Way, 26, 52
- University of California, Los Angeles, 73, 74, 76; Women and Philanthropy Program, 73
- University of Pennsylvania, 77
- University of South Carolina, 77
- University of St. Thomas, 28
- University of Virginia, 76
- Vera Bradley Designs (Fort Wayne, Indiana), 77
- Vision, 89–90
- Voelz, M., 58
- Volunteering, 23
- Wagner, L., 22, 63
- Wayson, T., 74
- Weiss, I., 76
- Whelan, D., 17, 43, 72
- Whitley, F. V., 76, 78
- Wilensky, H., 7
- Women and Leadership task force (Harvard University), 72
- Zsidesin, G. A., 46