
Special Foreword

Dear Colleagues,

On behalf of the members and staff of the Association of Fundraising Professionals, I congratulate Jossey-Bass for the service provided to the philanthropic community by publication of *New Directions for Philanthropic Fundraising*. It has been our pleasure to be involved in coediting this publication with the Indiana University Center on Philanthropy since 2001, and we appreciate the opportunity it has given many AFP members to write meaningful, in-depth articles that have helped to advance our body of knowledge about fundraising and philanthropy.

Paulette V. Maehara, CFRE, CAE
President and CEO
Association of Fundraising Professionals

Dear Colleagues,

This issue of *New Directions for Philanthropic Fundraising* marks the end of a remarkable project initiated by Jossey-Bass in cooperation with the Center on Philanthropy and the Association of Fundraising Professionals (AFP). Begun in 1993, the quarterly series has resulted in fifty publications. It was designed as an instrument to mediate between research and practice. It often helped translate research into practice. It also often helped practitioners organize and formulate their thoughts about practical issues in ways that moved beyond anecdotal and experiential writing.

Papers from the center's annual symposium, "Taking Fundraising Seriously," have been published in twelve of the *New Directions for Philanthropic Fundraising* journals. Notable among these

were the issues containing Paul Schervish's groundbreaking work on the new physics of philanthropy, the issue on professionalism in fundraising, and the best-selling issue of all time, *Women as Donors*. It is interesting to note that the first volume was entitled *Fundraising Matters*; this last volume will again be about women in philanthropy. This seems a perfect way to open and close the series.

The past fifteen years have seen a major rise in the number and quality of publications dedicated to theoretical and practical research related to philanthropy and fundraising. Publications such as AFP's *Advancing Philanthropy*, the Council for the Advancement and Support of Education's *Journal on Educational Advancement*, *Association for Healthcare Philanthropy Journal*, and the National Committee on Planned Giving's *Journal of Gift Planning* have all filled part of the niche that the New Directions for Philanthropic Fundraising series was meant to fill. Today, well-researched information, well-thought-out best practices, and the interpretation of research into practice are readily available to practitioners through a variety of media, including the Internet. It is our hope that loyal readers of the New Directions for Philanthropic Fundraising series will turn to these for the information they formerly found in New Directions. The center will continue to publish *Philanthropy Matters* as a way to interpret research for practitioners and will develop additional publications of its own related to the work of the Lake Family Institute on faith and giving, the Women's Philanthropy Institute, and the various symposia and conferences that it sponsors. On behalf of all who contributed to New Directions for Philanthropic Fundraising, thank you for your support. We hope you continue to view the Center on Philanthropy, Jossey-Bass, and the Association of Fundraising Professionals as primary sources for your continuing information needs.

Best wishes.

Cordially,
Eugene R. Tempel
Executive Director
Center on Philanthropy