



ASSOCIATION OF  
DONOR RELATIONS  
PROFESSIONALS

FOUNDERS AWARD

is hereby presented to

**Mark Lanum**

*The Association of Donor Relations Professionals (ADRP) Founders Award recognizes the highest ideals of the donor relations and stewardship profession. Recipients are individuals who, through a lifetime of work, have had a significant and inspiring impact on donor relations. The ADRP Founders Award is not an annual award, but rather, is an occasional award to recognize, in a singular way, exemplars within our field.*

It is my great honor to announce that the Board of Directors would like to recognize Mark Lanum with the Association of Donor Relations Professionals (ADRP) Founders Award.

Mark has served ADRP in so many roles, it is impossible to capture his full impact in a single paragraph. From International Conference Committee Member to 2014 International Conference Chair; from Director on the ADRP Board to Ex-Officio Director to Director again; from member of the Experts Bureau to the Nominations Committee to the Digital Education Committee; from a leader on the Donor Relations Executive Assembly (DREA) to Gather@ADRP; and of course, as frequent host, panelist, and presenter at both International Conference and regional events – suffice it to say that Mark’s legacy is all over ADRP.

Mark is **laughter** personified. “The man, the myth, the legend.” That is Mark, otherwise known by the self-declared pseudonym, *Hobart Sweedlepork*. He is ADRP’s class clown, a constant source of smiles and joy. And yet underneath all the wit and satire is a brilliant and thoughtful mind who has selflessly shared his time and talent with ADRP and our members for more than a decade.

Mark is a **visionary**. He is always the one in the room to (gently) challenge and push ADRP to think bigger. And yet Mark also understands that our profession is incredibly nuanced, and, as he notes, the idea of “best practices” in donor relations is not always shared, but rather, best practice is what helps you accomplish your specific goals in your unique organization. As a former leader on the Board who was instrumental in crafting ADRP’s Strategic Plan, this ability to shift between macro-vision and micro-vision is one of Mark’s most valuable gifts to our organization and our future.

Mark is also a gifted **listener**. As a leader, he quietly consumes a conversation, gathers the sometimes-disparate collective thoughts, and helps bring everyone together, perhaps not always with consensus, but always with understanding. As an individual, Mark is the kind of colleague and friend that everyone goes to for advice. He listens with empathy and wisdom and genuinely wants to help. Whether it is professional or personal, Mark is always there, ready and willing to offer guidance, drop some words of encouragement, or crack a terrible Dad joke.

It is hard to imagine what ADRP – and the donor relations profession – would have been like without Mark (or Hobart). ADRP is proud to call him a leader, teacher, mentor, and lifelong friend. Mark, thank you for your service to ADRP, and congratulations on receiving the ADRP Founders Award.

With gratitude,

October 2023

Cheryl Lintner, President