

## **Scott M. Cutlip Professional Fundraiser Award**

Scott M. Cutlip is memorialized with this award in recognition of the influence his ideas had on the early development of fundraising as a career. Better known as a pioneer of public relations education, Cutlip spent 29 years on the faculty of the University of Wisconsin School of Journalism and Mass Communication, where he introduced the study of public relations.

In 1952 Cutlip co-wrote the first edition of *Effective Public Relations* with Allen H. Center. This important textbook was reissued in its eleventh edition in 2012. Less well known, but equally influential, was his book “Fund Raising in the United States: Its Role in America’s Philanthropy,” considered required reading for all fundraisers from its publication in 1965 through the 1990’s.

The Southeastern Wisconsin Chapter of AFP annually awards this honor to a fundraising executive in Southeastern Wisconsin who has distinguished himself/herself professionally.

- Ideally, the candidate is a member of the Association for Fundraising Professionals, but nominations will be considered for those who work for an organization with peers as AFP members.
- Devotes full time or a significant proportion of his or her time to fundraising.
- Exhibits proven track record of continued fundraising success.
- Possesses a strong reputation as an ethical and respected fundraiser who exercises excellent stewardship of donor dollars.
- Demonstrates volunteer participation for the profession and the community.