



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

VOLUNTEER SERVICE AWARD

is hereby presented to

Holden Scheidel

The Association of Donor Relations Professionals (ADRP) Volunteer Service Award recognizes a current member of ADRP who, through current and cumulative efforts, has generously contributed their time and energy to advance the mission of the Association and the profession. Nominees may be visible, or work “behind the scenes;” they may have done something that made others go “wow” or worked quietly over time, following through with commitments and achieving results. This award will be presented each year at the annual conference. The ADRP Volunteer Service Award recipient is selected by the awards committee of the ADRP board of directors.

Holden Scheidel, we celebrate you as the 2025 recipient of the Association of Donor Relations Professionals Volunteer Service Award. We recognize your remarkable contributions, unwavering commitment, and deep generosity in serving our association, our members, and the profession of donor relations.

From the moment you joined ADRP, you’ve brought not only thoughtful leadership and sharp insight, but a grounded humility and collaborative spirit that have made you a steady and inspiring presence across every corner of our work.

Even in your earliest days as a volunteer, your perspective and clarity stood out. When ADRP convened an Education Summit several years ago to reimagine our learning model, you were invited as a newcomer – not just to the field, but to ADRP. Yet you participated fully, contributing ideas and feedback that meaningfully helped shape our strategic direction. You brought a voice that was fresh, fearless, and deeply anchored in what members need, and you’ve continued to bring that same voice, again and again, ever since.

Over the past two years, you’ve served as Chair of ADRP’s Fundamentals Taskforce, where you led the development and launch of one of the most ambitious educational initiatives in our history – the Fundamentals of Donor Relations online course. In partnership with a team of dedicated volunteers and an external learning developer, you helped create a four-module, self-paced course designed to ground our members and the broader sector in the essential pillars of our work.

The scope of the project proved greater than anyone imagined. But under your guidance, the team never wavered. You led with grace and focus, modeling consistent and open communication, inclusive decision-making, and a calm steadiness that kept the work moving forward, even when the path ahead wasn’t clear. You made sure that every voice on the taskforce was heard and valued, and the final product reflects not only the effort of that team, but your personal leadership: clear, collaborative, thoughtful, and kind.

Alongside this, you’ve continued to serve as Co-Chair of the Education Committee, where you’ve helped shape ADRP’s annual schedule of learning experiences. You’ve contributed meaningfully to the Strategic Initiatives Committee, ensuring that education work is aligned with our evolving vision. And in every role, you’ve helped connect the dots between big ideas and meaningful implementation, offering both strategic thinking and hands-on support, time and again.

Your service to ADRP exemplifies the very best of what it means to be a volunteer. You bring vision and drive to everything you do, matched evenly by warmth, humility, and a spirit of true generosity. As one of your colleagues put it, you’re a class act – and we are lucky to count you as part of this community.

Holden, it is my sincere privilege to thank you for all that you have given to ADRP. In recognition of your outstanding volunteer service and the meaningful foundation you’ve helped build for the future of our educational work, I am proud to present you with the 2025 Association of Donor Relations Professionals Volunteer Service Award.

With Gratitude,

Marian Johnson, President

September 2025