



"I HAVE A DREAM"
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Fundraising

Helping low-income students succeed in school, college & career.

Ethics

1. (used with a singular or plural verb) a system of moral principles: the ethics of a culture.
2. the rules of conduct recognized in respect to a particular class of human actions or a particular group, culture, etc.: medical ethics; Christian ethics.
3. moral principles, as of an individual: His ethics forbade betrayal of a confidence.
4. (usually used with a singular verb) that branch of philosophy dealing with values relating to human conduct, with respect to the rightness and wrongness of certain actions and to the goodness and badness of the motives and ends of such actions.

<http://dictionary.reference.com>



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Roots of Ethical Behavior

- Commitment beyond self
- Compliance with the law
- Obedience to the unenforceable beyond the law
- Acknowledgement of public good and the trust on which it rests
- Respect for the value and dignity of the individual
- Appreciation of tolerance, diversity, and justice
- Public accountability
- Openness and honesty
- Prudent use of resources



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Layers of Ethical Behavior

1. Obeying the law
2. Knowing and doing the right thing, even when tempted to do otherwise
3. Wanting...



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Actions Affecting Donors

- Misusing donor funds
- Giving donors/prospects false information
- Divulging donor/prospect information or using it carelessly
- Exploiting relationships for personal gain or advantage



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Actions Affecting

- Conflicts of interest
- Improper removal or use of intellectual property
- Negligent security of confidential information
- Altering or destroying records



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Actions Affecting Charity

- Questionable charges or expenses
- Misusing organizational funds
- Reporting misleading or inaccurate information
- Gagging or mistreating a whistleblower



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Layers of Ethical Behavior

1. Obeying the law
2. Doing the right thing, even when tempted to do otherwise
3. Wanting to do the right thing, but **not knowing how to resolve apparently conflicting choices about what the right thing is**
 - Choosing between alternatives, all of which seem justifiable



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Actions Affecting Donors

- Giving donors/prospects optimistic or less than complete information
- Intruding on private affairs
- Influencing charitable intentions and motives



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Actions Affecting Charity

- Refusing to make or support a request that you believe is contrary to a donor's interests
- Asking your charity to “bend the rules” a bit for a donor
- Asking for a gift, the intent of which you know the charity probably cannot fulfill



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A Tricky Balance

- Advocate **for the charity** with the donor
- Advocate **for the donor** with the charity



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Different Approaches to “Right”

Formalist Approach

- Each individual donor and his/her happiness are ends in and of themselves– not simply means to an end.
- One must always be faithful to a donor’s charitable intent, regardless of consequences.
- Telling the truth or keeping one’s promises is an unqualified obligation and good in and of itself.

Utilitarian Approach

- Because every individual is equal, it is most important to do the greatest good for the greatest number.
- Sometimes a donor (or group of donors) may be a means toward good end.
- If you tell the truth, keep your promises, or show fairness, good things generally happen.



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Some Risks of the

- Adopting one of the perspectives (Utilitarian or Formalist) to the exclusion of the other.
- Adopting the perspective of our organization, regardless of its integrity on a given issue.
- Gathering facts that support our bias and ignoring information that asks us to change our minds.
- Treating donors differently because we like or dislike them personally.
- Succumbing to the thrill that comes from disbursing and withholding “inside information”.



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Scenarios

“Come with us to Italy.”



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Scenarios

“Hey, I need a favor.”



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Scenarios

“I’m so glad we’re finally going to...”



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Scenarios

“I’d like to honor my wife.”



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Scenarios

“I hereby bequeath...”



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Scenarios

“This breaks my heart...”



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Scenarios

“This is a great deal!”



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Scenarios

“The projections look terrific.”



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Scenarios

“Please join our board.”



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Scenarios

“Have I got a gift for you.”



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Resources

- Donor Bill of Rights
- Independent Sector
 - Statement of Values and Code of Ethics for Nonprofit and Philanthropic Organizations
- CASE Resources for Educational Institutions
 - Statement of Ethics
 - Principles of Practice for Fundraising Professionals
 - Principles of Practice for Alumni Relations Professionals
 - Principles of Practice for Communications and Marketing Professionals
- AFP Code of Ethical Principles and Standards

All this – and more! – available at CASE.org & AFPnet.org



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To Dos

- Read the materials on the CASE and AFP websites
- Obey the law – and go beyond it in dealing with donors, your organization, and information
- Pay attention to the ethical frameworks you use to make decisions (explicit and implicit)
- Talk to one another



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