



**fundraising
academy**
CAUSE SELLING EDUCATION



Wednesday, January 25, 2023

Reset Your Impact and Elevate Your Organization's Ethics Principles

FUNDRAISE

YOU'VE GOT A CAUSE.
LEARN HOW TO FUND IT.

Moderated by:



Sarah Woo
Program Manager
Fundraising Academy



Meet Your Presenter

LaShonda Williams, MPA, CFRE

Trainer

Fundraising Academy

Annual Fund Director

Prairie View A&M University

Objectives



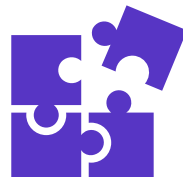
- Learn the rationale for ethics and accountability in fundraising



- Understand the importance of ethics and accountability in the Cause Selling Cycle



- Explore principles of ethics, accountability, and inclusion to strengthen relationships and build trust

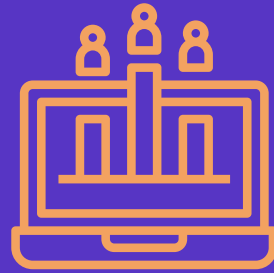


- Review and apply ethical standards in the fundraising profession



- Identify opportunities to implement ethical practices to elevate your organization

WELCOME POLL



**Does your organization have
standards established for ethics?**

**Does your organization have donor
acceptance policies?**

The Cause Selling Cycle



Phase One

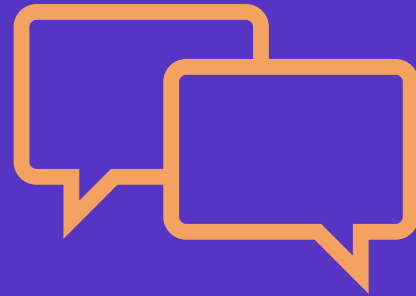
Phase Two

Phase Three

Ethics and the Cause Selling Cycle

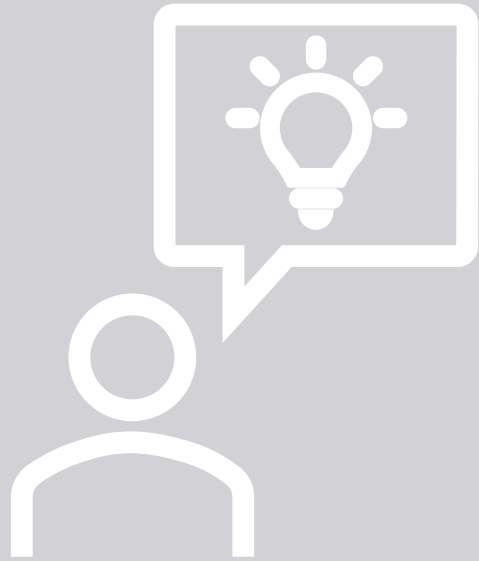


COMMUNITY SHARE



Share a policy or procedure administered at your organization to address Ethical problems in the workplace.

Ethics and Professionalism



Consider...

What your stakeholders want.

What donors want.

What fundraisers want.

Ethics and Professionalism

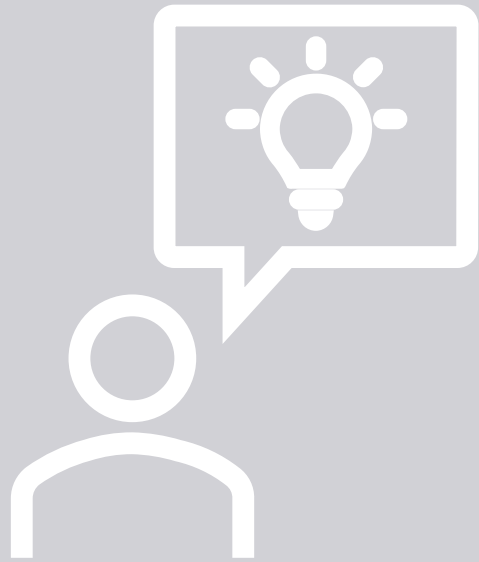
Accountability

Transparency

Principles of Ethical Fundraising

Donor Recognition

Gift Acceptance Policies



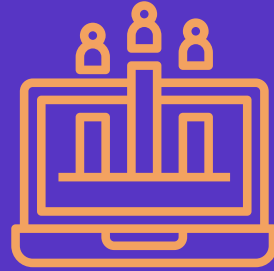
Ethics and Organizational Health

- Ethics – what, how, why, and when
- Donor Bill of Rights
- AFP Code of Ethics
- Five Step Ethical Checklist
- Legal responsibilities – board and staff
- What happens when the code of ethics is violated?



FUNDRAISER'S BILL OF RIGHTS

POLL



Should fundraisers have the right to...

- Administer Gift Acceptance Policy?
- Respect Equity and Transparency?
- Support Inclusion in Policy and Practices?
- Develop a Response Plan?

Ethical Principles: Something to Talk About

Fundraiser's Bill of Rights

- Amelia Garza and Jennifer T. Holmes
- Rachel Muir
- AFP Global

AFP Global: Commitment to A Fundraiser's Bill of Rights

The Association of Fundraising Professionals (AFP) has formed a task force to craft a fundraiser bill of rights designed to protect workers from sexual harassment, bullying, and bias discrimination from both donors and co-workers.



Applying Ethical Decision-Making in Fundraising

Ethical Scenario Practice

Applying Ethical Decision-Making in Fundraising

Ethical Scenario: Executive Director Misspoke

Applying Ethical Decision-Making in Fundraising

Ethical Scenario: Executive Director Misspoke

You are a Director of Development at a Regional Health Center. You and your new Executive Director are soliciting a leadership gift for your capital campaign. In a meeting with a prospect, the Executive Director is enthusiastic and exclaims, "Your \$5 million commitment will be the largest gift in our school's history!"

This clearly piques the donor's interest. However, you know that the Center received a \$5.5 million bequest before the new Executive Director arrived.

RESET YOUR IMPACT POLL



Which of the following do you plan to implement?

- A. Review or update Donor Recognition and Gift Acceptance Policy.**
- B. Review, adopt and/ or implement AFP Code of Ethics.**
- C. Review, develop and/or implement policy that reflects Fundraiser's Rights.**
- D. All of the Above**

RESET YOUR IMPACT

SUMMARY

- Deepen donor relationships by fostering a culture of **trust, transparency and accountability**
- Implement ethical policies and procedures that support **organizational advancement, and internal and external health**



QUESTIONS?

Connect with LaShonda!





Visit our ONLINE LEARNING PORTAL



online.fundraising-academy.org

THANK YOU

TAKE YOUR CAUSE AND
CREATE IMPACT.

