**2019 Ethics Program**

April 2019

* ICON
  + An announcement of the October Ethics Month and the overall 2019 Ethics Program made by Mike onstage during a general session
  + Ethics education sessions
  + The ICON app includes a quiz about ethical dilemmas

June 2019

* The AFP Ethics survey is circulated to the AFP membership (and other channels) to obtain their responses/feedback, includes translations of the survey
* The development of a chapter ethics toolkit begins, which includes consideration of country-specific chapter elements (U.S., Canada, Mexico, etc.) such as translation

July 2019

* *Advancing Philanthropy* magazine is published with ethics-focused articles
* The AFP Ethics survey is posted on the online edition of *Advancing Philanthropy* to garner additional input

September 2019

* The AFP staff team preps the various elements of the October Ethics Month
* The chapter toolkit is circulated

October 2019

* Ethics Month kicks off Oct. 1!!
* A social media campaign highlights each standard of the Code for each business day (plus other social media elements)
* An *Advancing Philanthropy* magazine devoted to ethics is published, including a front cover focused on ethics
* The results of the survey are posted and circulated
* A webinar on ethics is held for members (and non-members)
* Ethics Month is celebrated and highlighted at Leadership Academy and the inaugural WII Summit with the Ethics Committee Chair providing a leadership role

Post-October 2019

* Segueing Ethics Month into NPD celebrations
* Using the takeaways from items like the survey to determine needed new tools and resources
* Prepping for 2020 and 2021 (e.g., new educational content, partnered programs with sector colleagues, etc.)
* In early December, a final reminder is sent to members about the importance of ethics as they go into their biggest fundraising period of the year