

ETHICS AWARENESS MONTH TOOLKIT GUIDE



ETHICAL SITUATIONS AND DISCUSSIONS

The main focus of Ethics Awareness Month this year will be a series of ethical situations that we hope will create conversation among chapters and members. Each of the four situations includes the following: the scenario, questions to ask for further discussion, resolution (if applicable), and commentary from the AFP Ethics Committee.

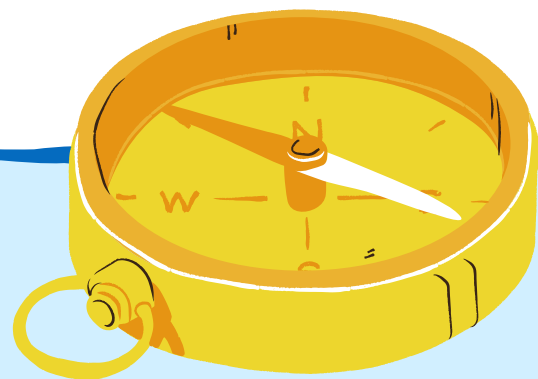
On every Monday in October, we'll release one of these situations in our *Daily* newsletter, AFP Global website and social media platforms. We'll ask members to chime in with their own thoughts and perspectives on the situation.

On the chapter level, you can do the same thing on your own social and communications channels. Alternatively, feel free to discuss these situations at an in-person or virtual chapter meeting. Or keep them for discussion at a later event—they're yours to use however you'd like.

As a chapter leader, you can access all four situations right now on the toolkit website so you can plan your activities (see the toolkit website for them). If you're going to use them at a chapter function, feel free to use any or all of the situations whenever you'd like. If you're going to focus on them through virtual channels, like social media, we'd prefer that you introduce them one at a time following the weekly schedule we have planned. (The situations aren't necessarily meant to be surprises, but we'd like to have all of the social media discussion focused on each situation, one at a time each week.)

Have questions about the **toolkit** or **Ethics Awareness Month**?

Just ask! For questions or comments, please email paffairs@afpglobal.org.



ADVANCING PHILANTHROPY

The October issue of AFP's magazine, *Advancing Philanthropy*, will include four articles about ethics, including a couple of the ethical situations featured in this toolkit. The online version of the magazine will be available in early October, while the printed version will be mailed out to members in the middle of the month. Feel free to highlight and use those articles as well in your discussions.

MICRO-LEARNING VIDEOS AND DEEP DIVES

On our toolkit webpage, you'll see links to micro-videos about the "Seven Deadly Sins of Fundraising"—which addresses the most common ethical issues that fundraisers have to address—as well as the AFP Code of Ethical Standards Deep Dives, which includes commentary from the AFP Ethics Committee on each of the 25 standards in our Code. These are both great resources to spotlight during EAM!

SOCIAL MEDIA

AFP Global will actively be posting across Facebook, LinkedIn, Twitter and Instagram during Ethics Awareness Month. See a post from us that you like or feel may be beneficial for your followers? Share it! Also included in this toolkit are cover photos for Facebook, LinkedIn and Twitter to showcase your support for ethics during the month of October! All of our social media accounts are listed **below** in case you want to give us a follow.



Tip: Tag us in your posts and use the hashtag **#EthicsAwarenessMonth**. We also encourage you to use the hashtag **#ISignedtheCode** to demonstrate your commitment to ethical fundraising!

Let's connect!

Follow us on social media! We want to see what you're doing, so don't be afraid to tag us in your posts!



@AFPFan



AFP Global



@AFPIHQ



@afpihq

CHAPTER PRESS RELEASE

Included in this toolkit is a sample Ethics Awareness Month press release. This press release template can be used to guide you while creating your own press release, which can then be distributed to your local media outlets. Feel free to use any and all information included in the template.



Tip: When writing your press release, be sure to include quotes from your chapter's president, board members and other members of your chapter!

BANNER ADS

Banner ads are included in this toolkit to use at your convenience. These banner ads can be used to promote Ethics Awareness Month to various partners. You can use these banner ads in any way applicable to promote and spread awareness surrounding Ethics Awareness Month!

AFP GLOBAL WEBSITE

This is just a reminder, but as always, the AFP Global website is there for you to utilize! Visit afpglobal.org/ethics to easily view and access all content related to ethics, and be sure to share the content with your chapter and fellow fundraising friends!

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