

ETHICS AWARENESS MONTH TOOLKIT GUIDE



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 on page two in case you want to give us a follow. 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!**

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. Feel free to use these banner ads in any way applicable to promote and spread awareness surrounding Ethics Awareness Month!

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, include a quote from a member of your organization or your board!

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

Just ask! For questions or comments, please email Hannah d'Entremont at hannah.dentremont@afpglobal.org.



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VIDEOS

Micro-learning videos and webinar recordings are ready and available for you to use! Included in this toolkit and on the Ethics Awareness Month page are micro-learning moments along with webinar recordings from some of fundraising's best and brightest professionals covering the topic of ethics!



TIP: Videos make great social media content! Share videos on Facebook, LinkedIn, Twitter and Instagram to inform your followers across your platforms!

AFP GLOBAL WEBSITE

This is just a reminder, but as always, the AFP Global website is there for you to utilize! Explore resources such as micro-learning videos, webinars and even articles from *Advancing Philanthropy*! 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!

TIP: AFP member? You have access to AFP Connect, which allows you to ask questions and engage in conversation with fellow fundraising professionals!



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



@AFPIHQ



AFP Global



@afpihq