**Ethics Awareness Month 2020
Social Media Posts for Chapters**

**Week One**

Oct. 1:

1. **Twitter/Instagram**: It’s officially #EthicsAwarenessMonth! Over the course of the next 31 days, we’re going to be sharing with you why ethics should be at the forefront of your fundraising. Without ethics, there is no fundraising. Without fundraising, there is no change! Learn more at afpglobal.org/ethics.
2. **Facebook/LinkedIn**: It’s officially Ethics Awareness Month! Over the course of the next 31 days, we’re going to be sharing with you why you should keep ethics at the forefront of your fundraising. We’ll offer daily ethical standards, micro-learning videos, webinars and much more! To keep up with us on social media and to join the conversation, utilize the hashtag #EthicsAwarenessMonth. Without ethics, fundraising would not be possible. Without fundraising, change would not be possible. Thank you for your commitment to ethics and fundraising—the IMPACT profession. Visit afpglobal.org/ethics for more information and great resources.

Oct. 2:

1. **Twitter/Instagram**: With 25 ethical standards, we’ll be sharing an ethical standard almost every day! Today we’re sharing the first standard from AFP’s Code of Ethics.
2. **Facebook/LinkedIn**: With 25 ethical standards, we’ll be sharing an ethical standard almost every day! Today we’re sharing the first standard from AFP’s Code of Ethics. The first 11 ethical standards pertain to public trust, transparency and conflicts of interest.

Oct. 5:

1. **Twitter/Instagram**: Today we’re sharing not one, but TWO ethical standards! Take a look at ethical standards two and three.
2. **Facebook/LinkedIn**: Today we’re sharing not one, but TWO ethical standards! We’re still covering standards pertaining to public trust, transparency and conflicts of interest, so take a look at standards two and three.

Oct. 6:

1. **For All Platforms**: Check out ethical standard four, discussing the exploitation of relationships with donors, prospects, volunteers, clients or employees. To see the entire Code of Ethical Standards, visit afpglobal.org/ethics!
2. **For All Platforms**: In addition to today’s ethical standard, check out this micro-learning video from Carolyn Egeberg and Amanda Schroeder as they cover donor privacy.

Oct. 7:

1. **For All Platforms**: Take a look at ethical standards five and six! Standard five discusses complying with the law, while standard six recognizes personal boundaries.
2. **Twitter/Facebook/LinkedIn**: Why is it unethical to take commissions or percentage-based pay? Read this paper to check out AFP’s position on the subject. Shorten to Bitly link: <https://afpglobal.org/sites/default/files/attachments/2018-10/2016ProfCompensationPositionPaper.pdf>

Oct. 8:

1. **For All Platforms**: It’s time for the seventh ethical standard! As a fundraising professional, it’s integral to present services openly and honestly.
2. **For All Platforms**: Interested in learning more about conflicts of interest in fundraising? Watch this micro-learning video from Yulanda Davis-Quarrie, MS, CFRE.

Oct. 9:

1. **For All Platforms**: The first full week of #EthicsAwarenessMonth is coming to an end! Today we’re sharing ethical standards eight and nine.Next week, we’ll be back with standards 10 through 16! Visit afpglobal.org/ethics for more great ethics resources!

**Week Two**

Oct. 12:

1. **All Platforms**: A new week means new ethical standard posts! The tenth ethical standard pertains to protecting confidential information. Check it out!

Oct. 13:

1. **All Platforms**: Let’s wrap up our first set of ethical standards pertaining to public trust and transparency! Check out ethical standard 11. Later we’ll be sharing ethical standard 12.
2. **All Platforms**: Here it is—your second standard of the day! Ethical standard 12. Now we’re diving into solicitation and stewardship of philanthropic funds.
3. **All Platforms**: Another micro-learning moment! Take a few minutes to check out this video from Mark Hefter, Esq., CPA, MA, JD, as he discusses how to recognize and handle tainted money.

Oct. 14:

1. **All Platforms**: A new day means a new ethical standard to share! Standard 13 ensures that donors receive informed, accurate and ethical advice.
2. **Facebook/Twitter/LinkedIn**: Are diversity and inclusion ethical issues? Check out this webinar from Oct. 2019 that covers the intersection of diversity and inclusion in ethics. Learn how to identify, assess and address cultural variables; maintain a commitment to ethical practice and sensitivity to racial, ethnic, socioeconomic, LGBTQ, religious, ability and other differences; and more. View the recording now: <https://afpglobal.org/webinars/are-diversity-and-inclusion-ethical-issues> (Use Bitly link)

Oct. 15:

1. **All Platforms**: Today we’re sharing two standards with you! Let’s kick off the day with standard 14, ensuring that contributions are used as requested.
2. **All Platforms**: Let’s wrap up the day with standard 15! This standard covers the proper stewardship of all revenue sources, including timely reports on the use and management of such funds.
3. **All Platforms**: Check out this micro-learning moment! In this video, Krista Thompson, CFRE, and Andre Coronado discuss donor stewardship and the ethics of fundraising costs.

Oct. 16:

1. **All Platforms**: The 16th day of the month and we’re sharing our 16th ethical standard! This standard states that all members shall obtain explicit consent by donors before altering the conditions of financial transactions.

**Week Three**

Oct. 19:

1. **All Platforms**: This week we’re covering the treatment of confidential information. Check out ethical standard 17 covering the disclosure of confidential information. Later today, we’ll share standard 18.
2. **All Platforms**: Let’s wrap up the day with standard 18! All donor and prospect information is the property of that organization or client.

Oct. 20:

1. **All Platforms**: Get ready for ethical standard 19! This standard involves giving donors the opportunity to have their name removed from lists that are being shared with other organizations.
2. **All Platforms**: Let’s talk trust and how it relates to ethics. In this micro-learning video, Juniper Locilento, MPNL, CFRE, shares why public perception and trust are vital to the fundraising profession.

Oct. 21:

1. **All Platforms**: Two more ethical standards for your today! First, let’s take a look at ethical standard 20.
2. **All Platforms**: Let’s start the afternoon by diving into standards that cover compensation, bonuses and finder’s fees. Check out ethical standard 21!

Oct. 22:

1. **All Platforms**: Today is an exciting day! Not only are we sharing ethical standard 22 with you, but we’re also hosting an ethics webinar at 1:00 p.m. EDT. Check out the standard of the day, and tune in later for our free, members-only discussion. (See below for webinar posts)
2. **All Platforms**: Trust is an integral piece of ethical fundraising. In this segment, Marci Schick, ACFRE, explains the inter-relationship of trust, mission and donations.

Oct. 23:

1. **All Platforms**: Two more ethical standards coming your way! Check out standards 23 and 24. On Monday, we’ll share our final ethical standard as we begin to wrap up #EthicsAwarenessMonth!

**Week Four**

Oct. 26:

1. **All Platforms**: We’re heading into the final week of #EthicsAwarenessMonth. To start our final week, check out our final ethical standard, number 25, covering the legal requirements for funds.

Oct. 27:

1. **For Twitter/Facebook/LinkedIn**: AFP takes the Code of Ethical Standards seriously—including the code’s enforcement. What does AFP’s enforcement procedure look like, and how does the process work? Check out this article to learn more (use Bitly link): <https://afpglobal.org/sites/default/files/attachments/2019-12/AFPEnforcementProcedures.pdf>

Oct. 28:

1. **All Platforms**: For our final micro-learning video, Robbe Healey, MBA, NHA, ACFRE, examines ethical dilemmas surrounding honesty and transparency as they relate to fundraising and AFP's Code of Ethics and Donor Bill of Rights.

Oct. 29:

1. **For Twitter/Facebook/LinkedIn**: As a member of AFP, it’s integral to not only hold ourselves accountable to fundraise ethically, but we must hold our peers accountable as well. If you’re aware of unethical fundraising behavior, check out this article to learn how to register a query about a possible violation of the code. Read more (use Bitly link): <https://afpglobal.org/ethics-complaint-forms>

Oct. 30:

1. **Twitter**: This #EthicsAwarenessMonth is officially wrapping up, but ethics should be incorporated into what you do on a daily basis. Thank you for following along with us this month, and for your commitment to ethics and to fundraising—the IMPACT profession.
2. **Facebook/LinkedIn**: This #EthicsAwarenessMonth is officially wrapping up, but ethics should be incorporated into what you do on a daily basis, no matter the month. Without ethics, fundraising isn’t possible. Without fundraising, change isn’t possible. We hope that over this past month you’ve learned valuable, timeless information, which can continue to be accessed all year long by visiting afpglobal.org/ethics. Thank you for your commitment to ethics and to fundraising—the IMPACT profession. To look back on all of our ethics resources, visit afpglobal.org/ethics.

**Oct. 22 Member Exclusive Webinar Posts**

**Leading Up (Share 1-2x per week):**

1. **Facebook/LinkedIn**: Check out this AFP members-only webinar! On Oct. 22 at 1:00 p.m. EDT, join our panel of experts for this exclusive #EthicsAwarenessMonth webinar! Presenters will discuss ethics through the lens of diversity, inclusion and racial justice, how to deal with controversial donors and much more! Visit <https://bit.ly/2Rd9MzH> to register now!
2. **Twitter/Instagram**: Upcoming #EthicsAwarenessMonth webinar alert! On Oct. 22 at 1:00 p.m. EDT, join our panel of experts as they discuss ethics through the lens of diversity, inclusion, racial justice and more. Visit <https://bit.ly/2Rd9MzH> to register now!

**Day Of (Share morning of):**

1. **Facebook/LinkedIn**: Today’s the day! We’ve been talking about ethics all month long and now we’re going to dive deeper during today’s member exclusive webinar! Today at 1:00 p.m. EDT, join our panel of experts to discuss ethics through the lens of diversity, inclusion and racial justice, how to deal with controversial donors and much more. Visit <https://bit.ly/2Rd9MzH> to register now! #EthicsAwarenessMonth #ISignedtheCode
2. **Twitter/Instagram**: Today’s the day! Our #EthicsAwarenessMonth member exclusive webinar is here. Join our panel of experts today at 1:00 p.m. EDT to discuss ethics through the lens of diversity, inclusion, racial justice and more. Visit <https://bit.ly/2Rd9MzH> to register!

**Donor Bill of Rights**

The Donor Bill of Rights was created to assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support. There are 10 rights listed and are a great reminder for your chapter members and social media followers. We’ll be posting these alongside our ethical standards, and encourage you to do the same. The Donor Bill of Rights can be found here: <https://afpglobal.org/donor-bill-rights>

**Hashtags to Use**

1. #EthicsAwarenessMonth
2. #ISignedtheCode