***NOTE TO CHAPTERS:***

*Please feel free to take any or all of the information contained in this sample document to use in a press release you can distribute to local media. There are places, highlighted in bold, where the chapter can add its own information or include a quote from its leadership. Chapters can make whatever edits or changes they would like. If your chapter has a specific AFP chapter logo, please utilize that logo.*



**AFP *[CHAPTER NAME]* NEWS: FOR IMMEDIATE RELEASE OR EMBARGO DATE**

**Date:** Date

**Contact:** Contact Name  
 Contact Title  
 Contact Email

**Third Annual AFP Ethics Awareness Month Raises Awareness of the Importance of Ethics in Fundraising, Philanthropy**

(***City, State/Province***) The Association of Fundraising Professionals (AFP) **[*CHAPTER NAME*]** will be celebrating October as Ethics Awareness Month, an international campaign to highlight the importance of ethics in fundraising and the impact it has on the world.

This year’s third annual Ethics Awareness Month highlights the importance of ethics in fundraising, which, while always important, has become especially critical as charities navigate a new philanthropic environment dominated by the pandemic.

“With the pandemic changing so many aspects of fundraising, philanthropy and service provision, it is incumbent upon charities to continue to live by their ethics,” said [***CHAPTER PRESIDENT***], president of the [***CHAPTER NAME***]. “Ethics in fundraising is so powerful because it speaks to how charities, donors, fundraisers, and the community all work together to create change while respecting the work and needs of each group. Ethical fundraising is a force for good, and all of us at the [***CHAPTER NAME***] are proud to sign the AFP Code of Ethical Principles every year and live every day by its principles and values.”

***[CHAPTER ARE FREE TO ALTER THE QUOTE ABOVE OR USE SOMETHING ENTIRELY DIFFERENT.]***

AFP, which was founded in 1960 to create a code of ethics for the fundraising profession, serves 26,000 fundraisers worldwide who work to generate philanthropic funding for a wide variety of charitable causes. **[*The (AFP Chapter Name) represents … SENTENCE ABOUT THE CHAPTER*]**

AFP adopted its official *Code of Ethical Standards* in 1964, helping to foster the development and growth of fundraising professionals to enhance philanthropic and volunteer initiatives. The 25 standards in AFP’s Code address issues such as privacy, stewardship of funds, professional responsibilities and compensation, including a prohibition on accepting commissions or percentage-based fundraising.

October is an opportune time to focus on ethics because it is the beginning of the “giving season,” the last quarter of the year when most charities receive one-third to one-half of their overall yearly funds. And as racial and social injustice comes to light, it is critical that fundraisers and charities alike review their fundraising practices, ensuring that not only are they abiding by the highest ethical standards, but also demonstrating that a commitment to ethics must include a commitment to diversity, equity, inclusion and access.

***[SHORT PARAGRAPH ON WHAT THE CHAPTER IS DOING TO CELEBRATE ETHICS AWARENESS MONTH LOCALLY, IF APPLICABLE]***

Charities offer donors a chance to make a difference and offer communities a way to come together and transform,” said [**CHAPTER LEADER**]. “In return, donors and communities put their trust in charities, and it’s important that we don’t let them down by faltering in our ethical responsibilities. The AFP *Code of Ethical Standards*, along with the *Donor Bill of Rights*, are powerful documents that all charities should use in their fundraising to demonstrate their commitment to upholding the highest ethical standards in their work.”

***[CHAPTER ARE FREE TO ALTER THE QUOTE ABOVE OR USE SOMETHING ENTIRELY DIFFERENT.]***

For more information surrounding Ethics Awareness Month and to view the AFP Code of Ethics, please visit <https://afpglobal.org/ethics>. To learn about AFP’s commitment to IDEA (inclusion, diversity, equity and access), visit <https://afpidea.org>.

\* \* \*

***[INCLUDE BOILERPLATE INFORMATION ABOUT THE CHAPTER]***

**AFP GLOBAL INFORMATION [*OPTIONAL TO USE*]:**

Since 1960, the Association of Fundraising Professionals (AFP) has been the standard-bearer for professionalism in fundraising. The association works to advance effective and ethical philanthropy by providing advocacy, research, education, mentoring, collaboration and technology opportunities for the world’s largest network of professional fundraisers. AFP’s 26,000 members in more than 240 chapters raise over $100 billion annually for a wide variety of charitable organizations and causes across the globe. For more information, go to [www.afpglobal.org](http://www.afpglobal.org).

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