

## AFP Ethics Education – What Chapters Are Doing

### August 2021

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#### **ETHICS MONTH: Education Content**

- Speaker to discuss ethics in fundraising and representatives from various sectors share examples and real-world in-practice examples.
- Hold a shared meeting with another chapter.
- Hold a chapter meeting, make a brief ethics presentation.
- Share AFP materials with attendees and show them how to use them and how to conduct similar meetings.
- In-person luncheon focused on ethical fundraising practices.
- Panel discussion with three prominent members about how 'The AFP Code of Ethics and Donor Bill of Rights Can Be Utilized in Today's Fundraising Climate'.
- Present about ethics, diversity, equity and inclusion in one presentation.
- Center October membership meeting around ethics.
- Share an ethics webinar previously created by AFP Global.
- Host a nationally recognized and published authority on ethics in public relations, communications, and fundraising who teaches at a local university.

#### **ETHICS MONTH: Communications**

- Highlight ethics month in the President's message sent to members mid-September.
- Re-share AFP Global social media posts.
- Send e-mails to small NGOs educating them on Ethics Awareness Month.
- Featured an article in the October chapter newsletter by Ann Decker, Executive Director of Indian River State College Foundation. The article was also featured prominently on social media channels.
- Feature social media posts using AFP Global content in the AFP Global Chapter Leader Newsletters/AFP Connect.
- Put out social media content as suggested in the kit provided by AFP Global.

#### **YEAR-ROUND ETHICS Education:**

- Add an ethics segment at all educational programs where members can pose an ethical question for discussion.
- Highlight the donor bill of rights in various training and education sessions.
- Tie ethics into most monthly educational seminars.
- Ethics is a constant topic throughout all chapter meetings.
- Plans for a "Coffee or Tea with a CFRE" where newer members chat with more "seasoned" members to discuss ethical dilemmas they have encountered.
- Announced to membership at the monthly meetings, and include in the newsletter that the ethics committee wanted to hear about situations that were unethical, uncomfortable or compromising. At several meetings, we discussed instances that were brought up and a robust discussion followed.
- Monthly ethics highlight on social media.
- Dedicated ethics section on website.
- During monthly Networking and Knowledge events, have a 15-20 mins segment of a volunteer presenting an ethics case to discuss with the group.
- Urge members to share the Donor Bill or Rights with donors and to follow our Ethics Pledge.