

Weaving Ethics Into Your Organization's Fundraising

Everyone understands that ethics is critical to fundraising. After all, without public trust and confidence, fundraising simply cannot occur. But too often we look at ethics in a very limited fashion: "It's a list of things we can and cannot do," or "That's the job of the fundraiser." In an increasingly connected world where accountability, ethics and transparency are not just buzz words but fundamental aspects of a donor's (and society's) expectations, we must reexamine what it means to be ethical. Paulette Maehara, CFRE, CAE, the former president and CEO of the Association of Fundraising Professionals, will explore how organizations can take a holistic look at ethics, identify how organizations can use ethics to reach out to the public to generate support and discuss the current pressing ethical issues - such as donor

Target Audience

All levels