# Association of Donor Relations Professionals Ethics Statement (Adopted: December 3, 2007)

The Association of Donor Relations Professionals (ADRP) and its leadership and members are committed to advancing a donor-centric, relationship-building philosophy within non-profit fundraising settings. ADRP provides education in these principles and the practices and techniques of donor relations, to prepare professionals to guide their organizations in implementing and maintaining sound donor relations program models.

# Ethics Statement

The role of the donor relations/stewardship professional is to provide expertise that serves to enhance and advance the donor connection to an organization through efforts and services which strengthen that association and provide relationship value to donors at all levels. At the same time, we strive to maintain an equitable balance between the needs of donors and the needs of organizations, according both parties the dignity and respect they deserve.

#### **Fundamental Principles**

The donor relations/stewardship professional will adhere to the highest standard of fundraising ethics at all times, drawing guidance from this document of ethical principles as well as other documents governing fundraising ethical standards, such as the *"Donor Bill of Rights"*.

#### Equity

The organization served is the primary reason for our work. The donors to the organization enable it to exist and prosper. Both are equally important, therefore a balance must be maintained between the needs of the organization as well as the needs of the donors. The donor relations/stewardship professional is committed to maintaining this balance in an effort to ensure the success of the organization.

### • Confidentiality

All donor and beneficiary (e.g., students, patients, etc.) information is privileged and confidential, and must be protected according to organizational policies as well as prevailing laws governing the release of such information. Donor requests for anonymity as well as donor-stated preferences regarding recognition are to be honored.

Accuracy

Information accuracy is essential in every aspect of the donor relations effort. Research, data analysis, data cross-checking, and internal and field partner review are the core tools to ensure that the highest level of accuracy is achieved.

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Relevance

The donor relations/stewardship professional will only collect information that is relevant to determining donor interests and direct recognition and stewardship efforts as they apply to building or advancing the donor relationship. All donor information is to be protected as organizational policy and ethical standards require.

• Timeliness

All donor correspondence and acknowledgement, recognition, stewardship and donor service efforts will be conducted in such a manner as to ensure that the necessity for timeliness is met in every instance. Knowledge or organizational guidelines will drive this, however if analysis of current timelines reveals that improvement is warranted and possible, the donor relations/stewardship professional will strive to communicate this to appropriate staff.

Accountability

Accountability is a central principle of the donor relations effort, as it is essential in building donor trust and confidence. All donors will be informed of the way(s) in which their gifts are used, to demonstrate the organization's commitment to following each donor's philanthropic intent.

Transparency

The donor relations effort will lend support to the task of providing organizational transparency with all donors, taking advantage of opportunities presented to impart the mission and direction of the organization, the role and identity of those in leadership, and fiduciary and annual accounting practices.

• Integrity

The donor relations/stewardship professional will be clear about their identity and purpose, information recorded, how the information is used, and will be willing to disclose all accrued information (donor-specific) with any donor who requests to see what has been gathered on them.

Respect

Every donor is to be considered an important associate of the organization they serve, and will be treated with the highest level of respect at all times.