



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS
BUILDING
RELATIONSHIPS
FOR GOOD

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

The Association of Donor Relations Professionals (ADRP), its leadership, and members are committed to advancing a relationship-building philosophy built on mutual respect between donors and recipients of philanthropy 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 professional is 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 wishes of donors and the missions of organizations, giving both parties dignity and respect.

Fundamental Principles

The donor relations professional will adhere to the highest standard of 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 help it to exist and prosper, in partnership with organization staff and those who benefit from the organization's mission. All are important, therefore a balance must be maintained between the mission of the organization as well as the wishes of the donors. The donor relations professional is committed to maintaining this balance in an effort to ensure the success of the organization and its mission.

- **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 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 professional will strive to communicate this to appropriate staff.

- **Accountability**

Accountability is a central principle of donor relations 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 donor philanthropic intent.

- **Transparency**

Donor relations will actively participate in 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 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, organization staff member and beneficiary of philanthropic support is to be considered an important member of their organization's community and will be treated with the highest level of mutual respect at all times.