

Appendix B

Fundraising Ethical Guidelines

The Board of Trustees (the Board) administers fund-raising and fund-raisers' ethical guidelines. This policy is really a mix between guidelines and firm policy. However, even though these are called "guidelines," agencies and educational institutions are expected to follow them diligently. The full text of the ethical guidelines is as follows:

A. *Introduction*

In gratitude for the remission of sin and the gift of salvation through Jesus Christ, the development professionals of the Christian Reformed Church in North America (CRCNA) seek to build God's Kingdom through the causes they serve. Through their dedication they seek to inspire others. They are committed to the improvement of their professional knowledge and skills. They recognize their stewardship responsibility to ensure that needed resources are vigorously and ethically sought and that the intent of the donor is honestly fulfilled. They practice their profession with integrity, honesty, truthfulness, and adherence to the obligation to safeguard the trust that is placed in them.

These ethical guidelines apply also to any other individuals and organizations using the denominational mailing list of the CRCNA.

B. *Affirmations*

The development professionals of the CRCNA individually and collectively affirm that they will:

1. Bring credit to their Lord and the causes they serve by their public demeanor.
2. Affirm through their personal giving a commitment to Christian stewardship.
3. Manifest support for the work of all the denominational agencies, refrain from criticism, and pass along useful information when appropriate.
4. Adhere to the spirit as well as the letter of all applicable laws and regulations.
5. Put charitable mission above personal gain, accepting compensation by salary only.
6. Recognize their individual boundaries of competence and be forthcoming about their professional qualifications and credentials.
7. Value the privacy, freedom of choice, and interest of all those affected by their actions.
8. Disclose to employer and to donor all relationships which do or might constitute conflicts of interest.
9. And encourage their colleagues in the practice of these ethical principles.

C. *Standards of Professional Practice*

The development professionals of the CRCNA adhere to the following standards of professional practice in their responsibilities for generating philanthropic support. They covenant to:

1. Act according to the standards and visions of their institution, profession, and Christian commitment.
2. Avoid even the appearance of criminal offense or professional misconduct.

3. Advocate within their organization adherence to applicable laws and regulations.
4. Work for a salary and not for percentage-based compensation or commission.
5. Neither seek nor accept finder's fees and discourage their organizations from paying such fees.
6. Disclose conflicts of interest.
7. Accurately state their professional experience, qualifications, and expertise.
8. Adhere to the principle that donor and prospect information created by, or on behalf of, an organization is the property of that organization.
9. Give donors the opportunity to have their names removed from the organization's mailing list.
10. Keep confidential the list of donors to their organization (with the understanding that appropriate public donor recognition may occur).
11. Not disclose privileged information to unauthorized parties.
12. Ensure that all solicitation materials are accurate and correctly reflect the organization's mission and use of solicited funds.
13. Ensure that contributions are used in accordance with donors' intentions.
14. Ensure proper stewardship of charitable contributions, including timely reporting on the use and management of funds and explicit consent by the donor before altering the conditions of a gift.
15. Ensure that donors receive informed and ethical advice about the value and tax implications of potential gifts.
16. Not exploit for personal benefit any relationship with a donor, prospect, or volunteer.
17. In stating fund-raising results, use accurate and consistent accounting methods that conform to standard accounting practice in the United States and Canada.
18. And, all of the above notwithstanding, comply with applicable local, state, provincial, and federal civil and criminal law.

These guidelines, affirmations, and standards are based upon the *Code of Ethical Principles and Standards of Professional Practice* of the National Society of Fund-Raising Executives adopted in November 1991, expanded in November 1992, and amended in March 1993 and October 1994.

AGREEMENT

The undersigned directors of said organization hereby agree to abide by the affirmations and standards as set forth in the Ethical Guidelines for Development Professionals in the Christian Reformed Church.

Name of organization

Executive Director (print)

Development Director (print)

Executive Director (signature)

Development Director (signature)

Email address

Email address

Date

Date