



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Fundraising Ethics

Fundraising occurs at the speed of trust. But what can fundraisers do when they see themselves in an ethical dilemma that might harm the organization's reputation or the organization's relationship with donors? This course teaches and applies ethical principles that form the foundation of trusting relationships with donors. This course is part of the Certificate in Fund Raising Leadership.

Course pre-reading: Eugene R. Tempel, "Ethics and Accountability," in *Achieving Excellence in Fundraising*, 4th edition (2016).

DAY 1

8:30am:	Participant Introductions & Expectations Course Objectives Frameworks for Ethical Inquiry
10:00am:	Break
10:15:	Ethical Behavior Definitions – Ethics, Dilemmas, Right, Wrong Aristotle's Virtue Ethics
Noon:	Lunch
1:15pm:	Utilitarianism – "Greatest good for the greatest number" Peter Singer's Effective Altruism
3:00pm:	Break
3:15pm:	Tainted Money & Tainted Donors Models for Resolution Case studies
5:00	Adjourn



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Day 2

- 8:30am: Review Day One
Strengthening Your Case for Support
Gifts of Mercy ⇔ Gifts of Excellence
Gifts of compassion ⇔ Gifts of community
Case Studies
- 10:00am: Break
- 10:15am: Maimonides' Eight Stages of Giving – “The Ladder”
Your Organization on the Ladder
- Noon: Lunch
- 1:15pm: Beneficiaries and Recipients
Ethical Use of Images, Stories, and Testimonials
Who Monitors?
Avoiding “Poverty Porn”
Case Studies
- 3:00pm: Break
- 3:15pm: Reflection and Review
Action Planning:
 Procedures for Resolving Dilemmas
 Donor Bill of Rights
 Gift Acceptance Policies
 Policies on Images and Testimonials
Celebrate and Certificates
- 5:00 Adjourn