



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Fundraising Ethics

Online Course

Course objectives

After completion of this course, the participant will:

- Understand and apply the philosophical origins of philanthropy that inform fundraising.
- Strengthen their own ethical frameworks.
- Recognize and analyze ethical dilemmas and their implications for fundraising.
- Incorporate relevant standards and codes of conduct applicable to fundraising professionals in their own work.

Pre-Readings

- **Eugene R. Tempel, "Ethics and Accountability"**

Week 1: Definitions and Ethical Frameworks

READ: Aristotle, Singer, *Washington Post* article, *Indianapolis Star* article

- Defining ethics
- Conceptual frameworks
- Defining ethical dilemmas
- Virtue ethics - Aristotle, Confucius
- Utilitarianism - Singer, Mill
- Duty - Kant
- Discussion - How do donors express virtue, utility, and/or duty to you?
- Assignment - Written response to case study
- Assignment - Listen to "I Was Just Trying to Help" podcast

Week 2: Ethical Dilemmas in Action

READ: Tempel, "Tainted Money"

- Defining tainted money
- Defining tainted donors
- Examples
- Decision-making models
- Discussion - "I Was Just Trying to Help"
- Discussion - Your experience with tainted money, tainted donors, and resolutions
- Assignment - Vote
- Assignment - Written response to decision-making models

Week 3: Strengthening Your Case for Support

READ: Badertscher, Lechterman Nussbaum

- Historical origins
- Mercy - excellence spectrum
- Maimonedes and the Ladder
- Adichi's "Danger of a Single Story"
- Discussion - The Vote
- Discussion - How do donors express their priorities?
- Assignment - Written response to Adichi

Week 4: Storytelling and Images

READ: King, *New York Times* article, "Ethical Storytelling"

- Why we use images in fundraising
- Why people give
- Save the Children
- World Vision
- Who questions the use of images in fundraising
- Social Media
- Radi-Aid Awards
- Discussion - Post and critique an example of one of your organization's fundraising images
- Assignment - written response to Action Plans to Ensure Ethical Fitness