



Marketing and Development Policies and Procedures

SECTION I: FUND DEVELOPEMENT

Purpose

The purpose of this policy is to ensure that Camptown's fund raising practices meet high ethical standards, reflect its integrity and Guiding Principles, and are consistent with its mission and the faith that prompts and under-girds its services.

General

This policy shall apply to all of Camptown's fundraising and fund development efforts, including but not limited to direct mail and on-line solicitation; telephone and in-person contact with individuals, groups, organizations, and corporations; special events, applications for grants and contracts, and deferred giving programs.

Camptown will adhere to the *Donor Bill of Rights* of the American Association of Fund Raising Counsel (AAFRC), which document is appended hereto and is, by reference, incorporated herein.

Camptown will comply with all local, state, and federal laws applying to solicitation, acknowledgment, and use of funds by nonprofit, exempt organizations, including laws pertaining to prizes, raffles or games of chance.

Solicitation

Solicitation and other contacts with donors and prospective donors will be carried out by board members, staff members, and volunteers. Camptown will not engage any fund raising entities or individuals, commercial or otherwise, whose practices and activities are not under Camptown's direct control and supervision.

Camptown will not compensate staff members or any other solicitors or fund raising entities on the basis of a percentage of the funds raised. Camptown will pay no finders fees for referrals of donors or potential donors.

Camptown will not engage in or condone intimidating, coercive, disrespectful, guilt-inducing, or "high pressure" tactics in its fund raising efforts. Camptown will not send solicitors or others to donors' homes to pick up contributions committed by oral or written pledge.

Camptown will make no misleading, exaggerated, or undocumented claims regarding its achievements, nor unrealistic promises of future outcomes.

Camptown will not use photographs, quotations, or narratives that could identify the subject of the narrative, without the written consent of the individual(s) involved. If any of the subjects involved are minors, the written consent of both the minor(s) and the parents or legal guardians shall be obtained in advance of publication of such photographs, quotations, or narratives.



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Relationships with Donors

It is the policy of Camptown to protect the privacy of its contributors and donors. Within the constraints of its capacity and feasibility, Camptown will, through encryption and other technology, provide secure Internet connections for donors who wish to contribute by electronic means, and will guard against identity theft and other invasions of donor privacy.

Camptown will not sell or share its donor lists, or identifiable information about its donors, with other organizations or commercial enterprises. Sharing information for audits by independent accountants and for regulatory or accrediting inquiries will not be deemed a violation of this policy.

Conditional Sponsorships and “Cause Marketing”

Camptown may accept sponsorships of special events, scholarships, and other contributions from corporations and other business entities in exchange for public recognition, awareness, and accrual of positive corporate image for the corporate contributor. Safeguards must be taken, however, to ensure that such corporate contributors are responsible, ethical corporate citizens and do not engage in activities or produce products and services which are inconsistent with Camptown’s mission or guiding principles. Producers or distributors of alcohol and tobacco products, distributors of violent or sexually explicit video games, corporations cited for violations by the Environmental Protection Agency, or corporations cited for questionable accounting practices are illustrative of the types of entities from which Camptown would decline to accept sponsorships or contributions requiring Camptown’s endorsement or joint marketing or publicity effort.

All such arrangements shall include provisions for Camptown to revoke the arrangement at any time, upon a decision by the Board of Directors that the corporation(s) involved fail to meet the criteria of consistency with Camptown’s mission and guiding principles, or that the contributing entity attempts to exert control over Camptown’s programs and activities. Camptown shall also reserve the right to advance review and approval or disapproval of advertisements or promotions by the corporate sponsor or contributor which use Camptown’s name or portray its services in connection with the Corporate sponsor or contributor.

Contracts and Grants

Camptown may apply for grants and contracts from corporations, foundations, governmental agencies, and other sources provided that such grants and contracts support programs or activities the Board of Directors deems to be consistent with Camptown’s mission and guiding principles. In addition, such grants and contracts shall not abridge the authority, control, or accountability of the Camptown Board of Directors, and shall not promise to fulfill monitoring and reporting requirements that are not within Camptown’s capacity or which Camptown would find unduly burdensome, unless such system enhancements are funded by the grant or contract itself. Further, such grants and contracts shall specify termination or renewal dates, provisions for resolution of differences or disputes, and rights and conditions for revocation or cancellation by either party.



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The Donor Bill of Rights was created by the American Association of Fund Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), the Association of Fundraising Professionals (AFP), and the Council for Advancement and Support of Education (CASE). It has been endorsed by numerous organizations.

The Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.



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Principles of the E-Donor Bill of Rights

The E-Donor Bill of Rights is intended to relate to AFP's long-standing Donor Bill of Rights, created in 1993 by AFP in conjunction with other fundraising and nonprofit groups. The document was developed to ensure donor awareness of the responsibilities that a charity has to its donors, and the expectations that donors should have of charities when making a charitable gift. The AFP Donor Bill of Rights lists ten rights that a donor has—ten best practices that all charities and donors should be always aware of.

Since the creation of the Donor Bill of Rights, the philanthropic landscape has changed dramatically. One critical change has been the growing use of technology to facilitate charitable giving, primarily through the Internet. While the Internet holds great potential as a charitable giving tool, it also creates new challenges — both for the donor and the charity. Because the Internet is such a new medium for giving, best practices are just beginning to be identified, and many donors and charities are unsure as to their online rights and responsibilities.

Principles of the E-Donor Bill of Rights

The E-Donor Bill of Rights is intended to complement the original document and provide further and more detailed guidance for the new world of online giving. In addition to the rights outlined in the Donor Bill of Rights, online donors should demand the following of their online solicitors:

- * To be clearly and immediately informed of the organization's name, identity, nonprofit or for-profit status, its mission, and purpose when first accessing the organization's website.
- * To have easy and clear access to alternative contact information other than through the website or email.
- * To be assured that all third-party logos, trademarks, trustmarks and other identifying, sponsoring, and/or endorsing symbols displayed on the website are accurate, justified, up-to-date, and clearly explained.
- * To be informed of whether or not a contribution entitles the donor to a tax deduction and of all limits on such deduction based on applicable laws.
- * To be assured that all online transactions and contributions occur through a safe, private, and secure system that protects the donor's personal information.
- * To be clearly informed if a contribution goes directly to the intended charity, or is held by or transferred through a third party.
- * To have easy and clear access to an organization's privacy policy posted on its website and be clearly and unambiguously informed about what information an organization is gathering about the donor and how that information will be used.
- * To be clearly informed of opportunities to opt out of data lists that are sold, shared, rented, or transferred to other organizations.
- * To not receive unsolicited communications or solicitations unless the donor has "opted in" to receive such materials.

Information from the
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AFP HOME > Ethics > Ethics and donors
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