



Responsibility and Ethics

Responsible Official: Vice President for University Advancement	Responsible Office: University Advancement
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Policy Purpose

This policy serves to assign responsibility for ethical conduct surrounding the work of the University Advancement Office.

Policy Statement

Authority: Tennessee law (T.C.A section 49-7-140)
Vice President for Advancement
Association for Healthcare Philanthropy
Council for Advancement and Support of Education
Association of Fundraising Professionals

Definitions

N/A

History

Effective Date: 8/22/2016
Revision Date: 11/8/2017

Revision Notes: This version clarifies the need for sound fiscal practices (paragraph 1) and changes “employees” to “staff members” (paragraph 2).

Procedure (s)

Attachments:

- I. Donor Bill of Rights
 - II. eDonor Bill of Rights
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- I. **Responsibilities.** Under the direction of the Vice President for Advancement, the University Advancement Office is responsible for:
 - A. Developing and communicating the fundraising priorities of ETSU.
 - B. Identifying, cultivating, and soliciting donors and volunteers.
 - C. Managing the development and alumni information database and related gift processing systems.
 - D. Establishing quality standards and metrics for measuring performance.
 - E. Providing donor relations/stewardship services to internal and external constituents.

F. Providing internal and external reporting on funds raised and collected.

II. **Ethics:**

- A. Staff, volunteers, and other individuals engaged in fundraising-related activities for ETSU are expected to maintain the highest standards of personal and professional ethics. Ethical behavior includes engaging in the spirit of teamwork; exhibiting respect for the University, colleagues, students, faculty, staff, and alumni; participating in those activities in the best interest of donors, prospective donors, and the University; avoiding real and perceived conflicts of interest; monitoring and sharing information regarding use of gift funds; holding confidential all donor personal and financial information in accordance with administrative policy, federal, and Tennessee state law; and following sound financial practices.
- B. University Advancement adopts the Donor Bill of Rights (attachment 1), which is endorsed by the American Association of Fund-Raising Counsel, Association for Healthcare Philanthropy, Council for Advancement and Support of Education, and the Association of Fundraising Professionals (AFP). Advancement also adopts the eDonor Bill of Rights (attachment 2).

III. **Donor Confidentiality.** Under prevailing Tennessee law (T.C.A section 49-7-140), donor giving histories and records are entitled to a measure of privacy. State law mandates the ETSU Foundation to maintain a list of donors for inspection on request. Any request to inspect or receive such information should be directed to the Vice President for Advancement/ETSU Foundation President.

Related Form(s)

N/A

Scope and Applicability

	Governance	
	Academic	
	Students	
	Employment	
	Information Technology	
	Health and Safety	
	Business and Finance	
	Operations and Facilities	
	Communications & Marketing	
X	Advancement	

Attachment I – 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 assure philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare all donors have these rights:

1. 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.
2. 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.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgment and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists, publications, or other forms of media that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful, and forthright answers.

Attachment II – eDonor Bill of Rights

The eDonor Bill of Rights complements the original document (attachment 1) and provides 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 can expect the following rights:

1. 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.
2. To have easy and clear access to alternative contact information other than through the website or email.
3. To be assured 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.
4. 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. (Independent consultation with a financial advisor and/or attorney is always encouraged.)
5. To be assured all online transactions and contributions occur through a safe, private, and secure system that protects the donor's personal information.
6. To be clearly informed if a contribution goes directly to the intended charity, or is held by or transferred through a third party.
7. 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.
8. To be clearly informed of opportunities to opt out of data lists that are sold, shared, rented, or transferred to other organizations.
9. To not receive unsolicited communications or solicitations, by "opting-out."