Ethical issues in fundraising

Written and delivered by
Kathy Roddy
EXERCISE

What ethical issues may arise in fundraising?
Areas in which ethical issues may arise

- Soliciting / accepting donations from corporates
- Funds arising from the proceeds of gambling
- Messaging, including (disturbing) visual content
- Data protection and contact frequency with donors
- Soliciting legacy and in memoriam gifts
Corporate fundraising

• Need to understand the corporate’s motivation:

• Greenwashing
• Brand promotion
Corporate fundraising

Some contentious business activities:-
• Oil / gas / coal industry
• Pharmaceutical industry
• Food industry
• Cigarettes and alcohol industries
• Industries that exploit their labour force, use child labour, operate sweatshops etc.
• Pornography
• Finance industries – which may finance any of the above!
Corporate fundraising

Things you need to think about:

• Synergy between your brand and the corporate’s brand

• Corporate’s motivation

• Impact on reputation

• Also – are there conditions attached to the donation? e.g. pouring rights
Corporate fundraising

Are there any corporates / industries that your charity would not accept money from?
Gambling

Some religious organisations will not accept donations that arise from the proceeds of gambling

• Grants from the Big Lottery Fund and associated bodies
• Raffles, 50/50 clubs, bingo, race nights, etc.
Public fundraising

Some fundraising methods are contentious and sometimes unethical, which may alienate or upset members of the public, such as the use of:

• excessively emotive language
• distressing images of beneficiaries
• targeting and pressuring vulnerable donors who may not be able to afford or understand the terms of the donation
Public fundraising

- Insistent and repeated phone calls, mail or emails
- Enclosing a product such as pens, umbrellas or other items in mailings to generate donations through financial guilt
The crux of the message is that the disease has a five-year survival rate of just three per cent - compared to 85 per cent of breast cancer patients and 97 per cent of men with testicular cancer.

"I WISH I HAD BREAST CANCER"

Today 23 people will be told they have Pancreatic Cancer. Like Kerry, this is what they face:
- Only 3% will survive because of late diagnosis
- Most will die within 4 to 6 months
- It's the UK's 5th biggest cancer killer

Pancreatic cancer has the lowest survival rate of all 22 common cancers. Early diagnosis saves lives.

www.PancreaticCancerAction.org

Pancreatic Cancer Action is a registered charity in England and Wales No 1137689

Outrage: The 'cancer envy' campaign was devised by the charity Pancreatic Cancer Action to highlight the poor survival rates of the disease
Mind your language: 'Battling' cancer metaphors can make terminally ill patients worse

Researchers claim we should change how we talk about the disease
What do you think of the following:-

- A surgeon who saved a man’s life writes to the patient three years later seeking sponsorship for a challenge event that the surgeon is doing to raise money for the hospital in which the man was treated

- Developing legacy and in memoriam literature for distribution in a hospice

- Taking a child beneficiary to solicit raffle prizes from local businesses
Advertising / marketing

The ASA expects advertisers to follow these principles:

• Marketing communications must not contain anything that is likely to cause serious or widespread offence.
Advertising / marketing

• Marketing communications must not cause fear or distress without justifiable reason; if it can be justified, the fear or distress should not be excessive. Marketers must not use a shocking claim or image merely to attract attention.
Advertising / marketing

- Marketing communications addressed to, targeted directly at or featuring children must contain nothing that is likely to result in their physical, mental or moral harm.
Ethical fundraising policy

Suggested headings in a policy:
• Ultimate and delegated responsibility for the policy
• Vision, mission and values of the charity
• Issues addressed by the charity
• Corporate support
• Gambling (if appropriate)
• Individual fundraising methods
• Messaging and use of visual material
THANK YOU FOR LISTENING!

@KathyRoddy