

DONOR CODE OF CONDUCT

We are absolutely delighted that you are so engaged with and inspired by our cause that you have decided to join with us by supporting our mission with a donation. As one of our valued donors, we have various duties and obligations to you – such as to thank you for your support, use your donation for the purpose for which you gave it, and not to put you under undue pressure to make further gifts. These duties and obligations are set out in our codes of practice and systems of ethics. In this relationship between us, the nonprofit organisation and its staff, and you, the donor, you also have concomitant obligations and duties to us. We are therefore asking you to sign up to this code of conduct and behaviour.

R. I am making a voluntary donation to a nonprofit organisation/charity, not buying a product or service. I therefore understand that fundraisers are not selling me a product or service, and that the professional relationship between us is therefore not a customer-sales relationship.

R. I will treat fundraising staff as knowledgeable professionals and always accord them the professional respect they deserve.

R. I will never discriminate against or harass in any way fundraising professionals or other charity staff based on their sex, gender, sexual orientation, race, class, (dis)ability, religious belief (or lack of), age or any other protected characteristic.

R. I recognise that I have considerable potential power in this relationship, because I am in the position to give a large donation. I therefore promise not to exploit that power for personal gain.

R. I will not put conditions on my donation for the personal benefit of myself, my family or my friends, nor threaten to withhold it unless I get what I want.

R. I will not use my power as a donor to divert the nonprofit/charity from its core mission. I understand that my gift does not entitle me to a seat on the nonprofit/charity board or to otherwise have influence on the operations or leadership of the organisation.

We hope you will agree these are reasonable considerations. You might be surprised that we are even asking you to sign up to this code of conduct. The fact that we are indicates that charities do encounter forms of ‘donor dominance’ from a small number of donors. We hope that by agreeing to abide by this code of conduct, this will raise awareness of the challenges that fundraisers sometimes face, and encourage discussion of this matter among your peers.