



Partners in Fundraising

APRA Statement of Ethics

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Preamble

Establishing and maintaining ethical and professional standards is a primary goal of the mission of the Association of Professional Researchers for Advancement (APRA). All APRA members shall support and further an individual's fundamental right to privacy and protect the confidential information of their institutions. All members agree to abide by this Statement of Ethics in the daily conduct of all professional activity encompassing the gathering, dissemination, and use of information for the purposes of fundraising or other institutional advancement activity.

Four fundamental principles provide the foundation for the ethical conduct of fundraising research, relationship management, and analytics: integrity, accountability, practice, and conflict of interest.

Integrity

Members shall be truthful with respect to their identities and purpose and the identity of their institutions during the course of their work. They shall continually strive to increase the recognition and respect of the profession.

Accountability

Members shall respect the privacy of donors and prospects and conduct their work with the highest level of discretion. They shall adhere to the spirit as well as the letter of all applicable laws and all policies of their organization. They shall conduct themselves in the utmost professional manner in accordance with the standards of their organization.

Practice

Members shall take the necessary care to ensure that their work is as accurate as possible. They shall only record data that is appropriate to the fundraising process and protect the confidentiality of all personal information at all times.

Conflicts of Interest

Members shall avoid competing professional or personal interests and shall disclose such interests to their institutions at the first instance. A conflict of interest can create an appearance of impropriety that can undermine confidence in the member, their organization, and the profession.