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Nota di contenuto	Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers; Contents; Acknowledgments; About the Editor; Contributing Authors; Foreword; Preface: Ethical Will; Introduction; Part 1: Ethical Fundraising; Chapter 1: The Appearance of Impropriety; Overview; The Link between Ethics and Fiduciary Duty; Reputation Management and Impropriety; Conflict of Interest and the Appearance of Impropriety; The Continuum of Suspect Behavior; A Test for Impropriety Beyond Conflict of Interest; A Word about Diversity; Common Rationalizations; In Defense of Impropriety; About the Author; Notes Chapter 2: Rights of Donors Is It Donor Relations or Donors' Rights?; A Donor Bill of Rights; Stewardship of Donors' Rights; Conclusion; About the Author; Notes; Chapter 3: Public Privacy: An Exploration of Issues of Privacy and Fundraising; Introduction; The "Right" to Privacy; The Internet Explosion; Privacy and Security; Donors' Rights, Fundraisers' Responsibilities; The Dilemma of Privacy; Prospecting for Donors; Donors and Donor Interest; Gift Restrictions; Donor Wishes about Privacy of Information; Controversial Donors; Inside Your Organization; Donor Recognition; Databases

Some Principles About the Author; Note; Chapter 4: Tainted Money; Introduction; Definitions of Tainted Money; The AFP Code of Ethics and Tainted Money; Tainted-Money Dilemmas; Policies and Procedures for Dealing with Tainted Money; Conclusion; About the Author; Notes; Chapter 5: Compensation; Impact of Professional Ethics and Standards; Acceptable Compensation and Incentives; The AFP Code and Business; About the Author; Notes; Chapter 6: Using Donations as Intended; Before the Gift; After the Gift; Conclusion; About the Author; Notes; Chapter 7: Ethical Considerations of Making the Ask  
What Is at the Heart of Soliciting Gifts? How Are You Approaching Donor Prospects for Gifts?; What Solicitation Laws and Regulations Does a Charity Need to Comply With?; What Policies Create the Best Environment for Making the Ask?; About the Author; Chapter 8: Honesty and Full Disclosure; Honesty; Full Disclosure; Closing Thoughts; About the Author; Notes; Chapter 9: Choosing a Leadership Role; Step 1: Initiating Dialog; Step 2: Dissemination and Promulgation; Teaching Steps to Ethical Decision Making; The Plan for Dissemination; Public Affairs and Public Policy; About the Author; Notes  
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Frameworks for Ethical Decision Making

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## Sommario/riassunto

Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers is a practical, helpful, and ultimately inspiring resource for nonprofits large and small, young and mature, local and international. The insightful guidance and case studies found within these pages will help you understand how to address specific ethical issues within your nonprofit and leave plenty of food for thought and discussion.

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