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A Way to Increase Donor Confidence

Does your organization have "A Donor Bill of Rights?" This set of standards was created by the American Association of Fund-Raising Counsel (AAFRC), along with other philanthropic associations.* Many not-for-profit groups endorse these standards and state in their literature that they will adhere to them.

The purpose of the 10-point "Donor Bill of Rights" is to generate confidence among donors and to provide guidance for board members and your staff.



Donor Bill of 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 be provided with access** to the organization's most recent financial statements.
- 4. To be assured that gifts will be used** for the purposes for which they were given.
- 5. To receive appropriate acknowledgment** and recognition for contributions.
- 6. To be assured that information** about 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 names to be deleted from mailing lists that the organization may intend to share.

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

* The *Donor Bill of Rights* was developed by the AAFRC, The Association of Fundraising Professionals, the Association for Healthcare Philanthropy and the Council for Advancement and Support of Education.

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2344 Perimeter Park Drive Suite 100 Atlanta, GA 30341