



B-SIF

Sensitisation Workshop

Discussions

- One-on-one calls: <https://calendly.com/irfan-bashir-shah>
- Give India 100 Heroes
- Assignment details
- Fee installment

Topics Covered

- Ethical aspects of fundraising
- Fundraising for sensitive issues
- Avoiding pity-based or exploitative narratives
- Empathy-driven fundraising approaches

A Mini Discussion

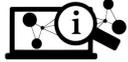
Ethical Dilemmas: Discuss ethical dilemmas you might face while fundraising and how you would navigate them. (Each group will state 3)

Ex- Transparency on overhead costs, accepting donations that cause mission drift, balancing between donation appeals and privacy of beneficiaries, etc

Personal Values: What are the personal values you would prioritize in a fundraising campaign. (Each person shares 2)

Examples: Transparency, Integrity, Inclusivity, etc

The Basics



Definition of Ethical Fundraising:

- Ethical fundraising refers to the application of ethical principles, such as honesty, integrity, and transparency, in fundraising activities. It involves prioritizing the welfare of donors, recipients, and the broader society while pursuing fundraising goals.



Importance of Ethics in Fundraising:

- **Trust and Credibility:** Adhering to ethical standards builds trust with stakeholders and establishes a credible reputation for the organization.
- **Legal Compliance:** Ethical fundraising ensures compliance with legal standards, avoiding penalties and sanctions.
- **Positive Organizational Culture:** Fostering an ethical environment promotes a positive organizational culture, which can boost morale and enhance productivity.
- **Sustainable Relationships:** Through ethical fundraising, organizations can build and maintain sustainable relationships with donors and communities.

Ethical Aspects of Fundraising



Transparency

- Being open and honest about how funds are being used and the progress of the fundraising campaign.
- Importance: Builds trust with donors and stakeholders.
- Implementation: Regular Audits and Reporting >> Website, Reports, Email Updates.



Accountability

- Taking responsibility for the actions and decisions made during the fundraising process.
- Importance: Ensures that funds are handled responsibly and ethically.
- How: Implement and follow a code of ethics and maintain accurate financial records.



Respect for Donors' Rights

- Protecting the rights and wishes of the donors, including their right to privacy.
- Importance: Fosters a respectful relationship between donors and the organization.
- Examples: Respecting donors' wishes regarding anonymity, providing options for donors to dictate how their funds should be used.

Some Effective Examples



OUR FINANCIALS

FOR EVERY 100 INR, WE SPEND



₹ 78

PROGRAMS



₹ 7

FUNDRAISING



₹ 15

OPERATIONS

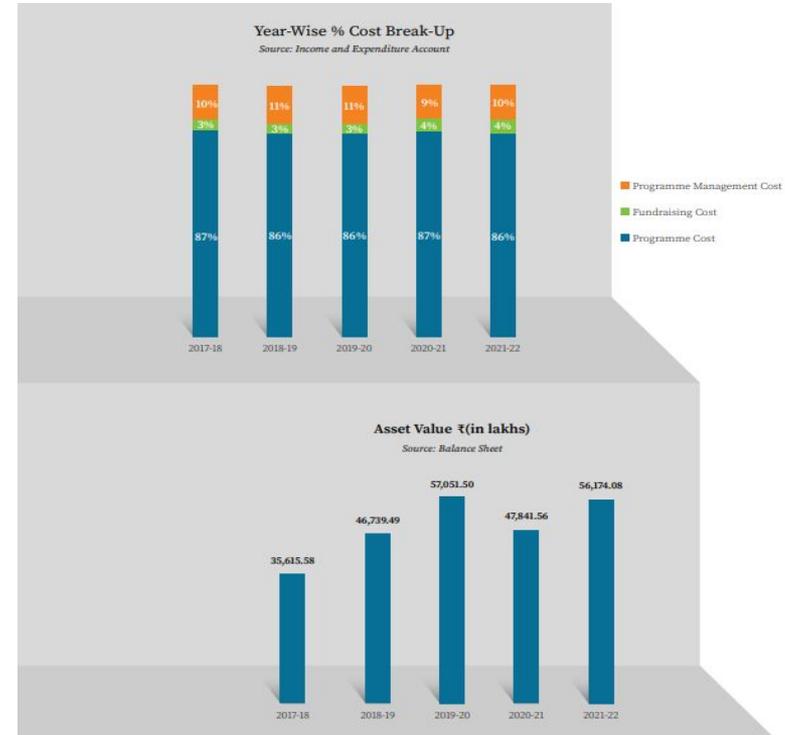
Our volunteer based model is highly efficient in use of funds. Our total operating cost is estimated to be less than 1/10th that of any equivalent sized entity in India.

2018-19

2019-2020

2020-2021

2021-2022



Benefits of Ethical Fundraising



Trust-building

- Creating a foundation of trust with stakeholders through transparent and honest practices.
- When donors trust an organization, they are more likely to contribute more and build a long-term relationship with it by becoming Ambassadors.



Sustainable relationships

- Developing lasting relationships with donors, beneficiaries, and the community.
- Ethical fundraising promotes relationships that stand the test of time.



Positive Reputation

- Building a reputable and respectable standing in the community and industry.
- A good reputation can be one of the most powerful assets an organization can have as it often leads to new fundraising opportunities via augmented donor discovery

Fundraising Code of Ethics



General Fundraising Principles

- **Governing Body's involvement in fundraising**
- **Only accept funding that is consistent with mission**
- **Truthful in use and raising of funds**
- **Programs should be designed to meet NGO mission**
- **Non tolerance towards unethical practices**



Solicitations

- **Accuracy of solicitation materials**
- **Convey tax benefit information accurately**
- **Compensation guidelines**
- **Adhere to fundraising guidelines - free of coercion, improper motive, inappropriate conduct, unreasonable reward, or personal inurement.**
- **Plan and comms for excess funds**
- **Sales promotion transparency**
- **Transparency of fundraising costs**
- **Information on solicitors**

Fundraising Ethics



Use of Funds

- Use contributions as promised
- Honor grant commitments
- Donor consent for changes
- Efficient and effective use of funds



Accountability

- Setting up systems to track expenditures
- Timely reporting
- Making financial statements available to donors



Relationship with Donor

- Non exploitation of relationship with donor
- Confidentiality of donor information
- Respecting donor privacy
- Clear organisational privacy policy
- No unethical solicitations

Fundraising for Sensitive Issues

Sensitive issues refer to topics that are often deeply personal, potentially controversial, or prone to triggering emotional distress. These can encompass matters like health crises, personal traumas, societal injustices, etc.



How to Fundraise for Sensitive Issues

- Awareness drives before donation drives
- Informed consent from beneficiaries
- Dignity in representation
- Protecting children's rights and privacy
- Sensitisation workshops for fundraisers:
 - a. Should cover terminologies
 - b. Encourage use of sensitive and inclusive language
 - b. Avoiding stigmatization and stereotypes
 - c. Clearly outlining dos and don'ts
- Avoid triggering donors or use trigger warnings
- Communicate the nuances of the issue, especially in cases of polarization



Pity-based and Exploitative Narratives

Definition

- Pity-based narratives: Fundraising approaches that leverage individuals' misfortunes to garner sympathy and donations.
- Exploitative narratives: Strategies that unfairly take advantage of individuals' stories, often exaggerating or manipulating facts, to attract funding.

The Underlying Issue

- Dignity: These narratives can undermine the dignity of the individuals or communities represented.
- Ethics: Leveraging someone's misfortune for fundraising is ethically questionable and can lead to donor mistrust over time.

Why Should We Avoid Them?

- Sustainability: Builds a sustainable donor relationship based on trust and authenticity.
- Respect: Ensures respect for the beneficiaries, acknowledging them as individuals with rights and agency, rather than as mere subjects of pity.

Alternatives? Empathy-driven Fundraising



Empowering Narratives

- Craft stories that highlight the strengths and aspirations of the individuals and communities you are representing.
- Encourages a perspective of equality rather than a donor-savior dynamic.



Asset-Based Storytelling

- Focus on the assets, skills, and capacities of the people or cause you are supporting, rather than their deficiencies.
- Encourages potential donors to invest in a cause that builds upon existing strengths and fosters growth and development.



Collaborative Story Building

- Involve the community or individuals you're representing in the process of story building to ensure authenticity and respect for their perspectives.
- Fosters trust and builds stronger relationships with the community you're serving.



Educational Approach

- Utilize the fundraising platform to educate donors on the systemic issues at hand, promoting a deeper understanding and compassion.
- Encourages donors to become partners in a collaborative effort towards change, rather than just financial contributors.



Next Masterclass:

Effective Retail Fundraising Strategies



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Thank You!