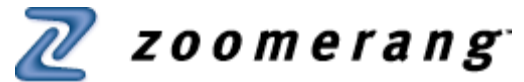


Ethics in Fundraising Copy

Results Overview



Date: 4/6/2008 10:48 AM PST

Responses: Completes

Filter: No filter applied

1. How important is ethical conduct as a component of philanthropic fundraising activities?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not Important at All	Slightly important	Important	Very Important
	0 0%	3 1%	15 3%	442 96%

2. To what extent should ethics be important in philanthropy?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not at All	Slightly	Important	Very Important
	1 0%	0 0%	18 4%	441 96%

3. Media reports of poor ethical behavior in fundraising have damaged the fundraising profession.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Disagree	Disagree	Agree	Strongly Agree
	4 1%	75 16%	295 64%	86 19%

4. When hiring outside fundraising counsel, non-profit organizations should look for a code of ethics among counsel they are considering.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Disagree	Disagree	Agree	Strongly Agree
	0 0%	10 2%	166 36%	284 62%

5. I would be more likely to hire a fundraising consultant who ascribes to a code of ethics than one who doesn't.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Disagree	Disagree	Agree	Strongly Agree
	0 0%	15 3%	134 29%	311 68%



6. Non-profits and their executives need more education about ethical fundraising.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Disagree	Disagree	Agree	Strongly Agree
	0 0%	32 7%	227 49%	201 44%



7. Volunteers and donors need more education about ethical fundraising.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Disagree	Disagree	Agree	Strongly Agree
	1 0%	28 6%	224 49%	207 45%













9. I am aware of the code of ethics created by Giving Institute: Leading Consultants to Non-Profits (formerly American Association of Fundraising Counsel).

Yes		246	53%
No		214	47%
Total		460	100%












10. Do you hold the CFRE designation?

Yes		96	21%
No		363	79%
Total		459	100%







11. Please pick the one title that best describes your role within philanthropy:

Development director		71	15%
Advancement director		25	5%
Stewardship director		5	1%
Executive director of a non-profit		55	12%
Vice president of a non-profit		56	12%
Other leader at a non-profit		24	5%
Wealth management expert/advisor		5	1%
Resource center/library director		13	3%
Volunteer leader at a philanthropy		3	1%
Board member of a philanthropy		14	3%
Fundraising consultant		89	19%
Other, please specify		100	22%
Total		460	100%

12. Field you work in within philanthropy:

Faith-based		28	6%
Education		108	24%
Healthcare		55	12%
Environment/Animals		13	3%
International Affairs		8	2%
Public-Society Benefit		16	3%
Human Services		53	12%
Foundations		26	6%
Arts/Culture/Humanities		20	4%
Fundraising consulting		67	15%
Other, please specify		65	14%
Total		459	100%

13. Number of years working in the non-profit world:

1-5		37	8%
6-10		61	13%
11-15		71	15%
16-20		64	14%
20+ years		214	47%
Other, please specify		12	3%
Total		459	100%

Thank you for your input!

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