

The *AFP Ethics* *Assessment Inventory*[™]



Coming Soon

The Association of Fundraising Professionals (AFP) is launching its first-ever assessment tool in 2011. The *AFP Ethics Assessment Inventory*[™] (EAI) will be a new benefit of AFP membership, available online for voluntary use.

The EAI is based on research conducted by the Center for Ethical Business Cultures (CEBC) at the University of St. Thomas-Minnesota and on input from almost 2,000 AFP members. The AFP Ethics Committee, led by Paul Pribbenow, Ph.D., CFRE, oversaw the development process.

Designed as an 14-item online survey instrument, the EAI provides users with a snapshot of their ethical performance. It allows them to compare themselves with peers from across AFP. Intended as a developmental tool, it will help fundraising practitioners and organizations assess and strengthen ethical dimensions of their practice. Fundraisers can examine the alignment between their personal ethical performance, that of the organizations in which they work and their peers within AFP.

The development of the EAI was one of three strategic initiatives for AFP's 50th anniversary year. Funding was provided by individual donors and chapters through the AFP Foundation for Philanthropy. These include Suzanne Hittman; Ellen Livingston, CFRE; M. Anne Murphy, CFRE; AFP CA, Golden Gate Chapter; AFP CA, Orange County Chapter; AFP CA, Silicon Valley Chapter; AFP IL, Chicago Chapter; AFP NE, Nebraska Chapter; AFP OH, North Central Chapter; and AFP PA, Greater Philadelphia Chapter.



**CENTER FOR ETHICAL
BUSINESS CULTURES[®]**
at the University of St. Thomas-Minnesota

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Frequently Asked Questions

- 1. Who built this tool?** The *AFP Ethical Assessment Inventory*[™] (EAI) was developed by the Center for Ethical Business Cultures[®] at the University of St. Thomas-Minnesota, a 33-year old nonprofit which works with leaders to create ethical and profitable cultures.
- 2. What does the EAI measure?** The EAI assesses the ethical performance of AFP fundraising practitioners along six dimensions of ethical practice.
- 3. Is this a test that I can flunk?** No. The EAI is a developmental tool, designed to point out areas of strength and opportunities for growth in the ethical dimensions of your work as a fundraising professional.
- 4. Will my participation or involvement affect my AFP membership?** No. Use of the *AFP Ethical Assessment Inventory*[™] is completely voluntary.
- 5. Will anyone besides me see the results?** No. Only you will see your personal data. AFP and CEBC will collect the aggregate data from all users for research purposes, but these data will be anonymous.
- 6. Will my Chapter or employer receive my "score" or results from the survey?** No. You are the only person to see your results.
- 7. Can my score mean that I am unethical?** No. Your score compares you to your peers within AFP. It presents your results along a continuum which points out areas of strength and areas in which you can improve your ethical performance. The creators of this instrument assume that you can continually improve the ethical dimensions of your practice as a fundraiser over a lifetime.
- 8. How is the *AFP Ethical Assessment Inventory*[™] relevant to me as a professional fundraiser?** There is a saying in the quality movement, frequently used in manufacturing operations, that you can't improve what you don't measure. The EAI measures your ethical performance so that you can continue to strengthen it. Given the critical importance ethical performance plays in successful fundraising, strengthening ethical performance seem highly relevant.
- 9. Why should I use the *AFP Ethics Assessment Inventory*[™]?** You don't have to. Using the EAI is completely voluntary. You should use the EAI if a) you believe that your ethical performance is relevant to your success as a fundraiser, b) you want a concrete picture of your ethical performance as a fundraiser and c) if you want to use the information provided by that picture to continue to improve your ethical performance.
- 10. Why did AFP develop the EAI?** Ethics is at the heart of AFP's mission: *AFP, an association of professionals throughout the world, advances philanthropy by enabling people and organizations to practice ethical and effective fundraising.* AFP created the EAI as a tool for its members to use to assess and strengthen their practice as ethical fundraising professionals.