

What Happens in Research Doesn't Stay in Research

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CODE OF ETHICAL BEHAVIOR



Instructions





Why do we need ethics?

- trust / transparency
- individual / institutional reputation
- legal / risk management

Factors that influence our ethical decisions

- Our personal values
- Work culture
- Context and situation
- Legal considerations
- Reputational considerations



Influence.



Context Matters

- What is ethical for one organization may not be ethical for another.
- Ethics change over time.
- Just because it is legal doesn't mean it is ethical.

When was the last time your team had a discussion about ethics?

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We've never talked about ethics

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I can't remember, it's been a while

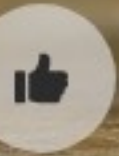
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We talk on a consistent basis about ethics.



What would you do?

Senior Leadership would like to diversify the donor base of individuals giving to your organization, so the VP has asked the team to start documenting in the database pronouns, race, and ethnicity of your donors.



What are the ethical concerns/questions in this scenario?



Do you have a reason for collecting and storing the data?

- Legal
- Consent
- Contractual
- Legitimate Interest
- Public Interest



Data Governance Considerations

- What sources are ethical, verifiable, legitimate? (Social Media, AI, Internal, Public Domain)
- Where is the data stored? (CRM, Shared Drive, Email Attachments)
- How can it be used? (Strategic Use of Data)
- How are you classifying it? (Data Classification - Public, Internal Restricted)
- Who can access the data? (Access Control based on Role)
- How long will you keep it? (Data Retention Policy)

DEI Data Guide

<https://www.aprahome.org/Resources/Ethics-and-Standards>



What would you do?

A local, high-profile, entrepreneur has been accused of sexual misconduct and sexual harassment. No charges have been laid.

The day before a cultivation event the board chair shares the names of five folks that will be attending as their guest. Among the names, is the name of the accused person.

Despite your best research efforts, you can't confirm if the accused individual is the person attending the event



What would you do in this scenario?

Provide a disclaimer

While researchers use resources that are public, when these public sources are combined and documented into a profile, briefing note or other analysis the end result is often highly confidential material. A disclaimer/confidentiality clause helps to ensure integrity and accountability for the work.



Disclaimer/Confidentiality Clause

This document contains confidential information and was prepared for internal use only. The information was obtained from publicly-available sources found within in the public domain. This document was prepared with due diligence; however, some of the sources used may contain errors and omissions. Corrections should be sent to [YOUR NAME AND EMAIL ADDRESS].

Due Diligence Toolkit

<https://www.aprahome.org/Resources/Ethics-and-Standards>

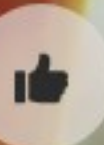


What would you do?

You are researching a current donor and found an interview in a local lifestyle magazine.

In the article, the donor shared that they have a family history of bipolar disorder.

In addition, they shared that they were formally diagnosed with bipolar disorder. They noted they took medications to manage it and did not exhibit any symptoms.



What are the ethical concerns in this scenario?



Cite your sources

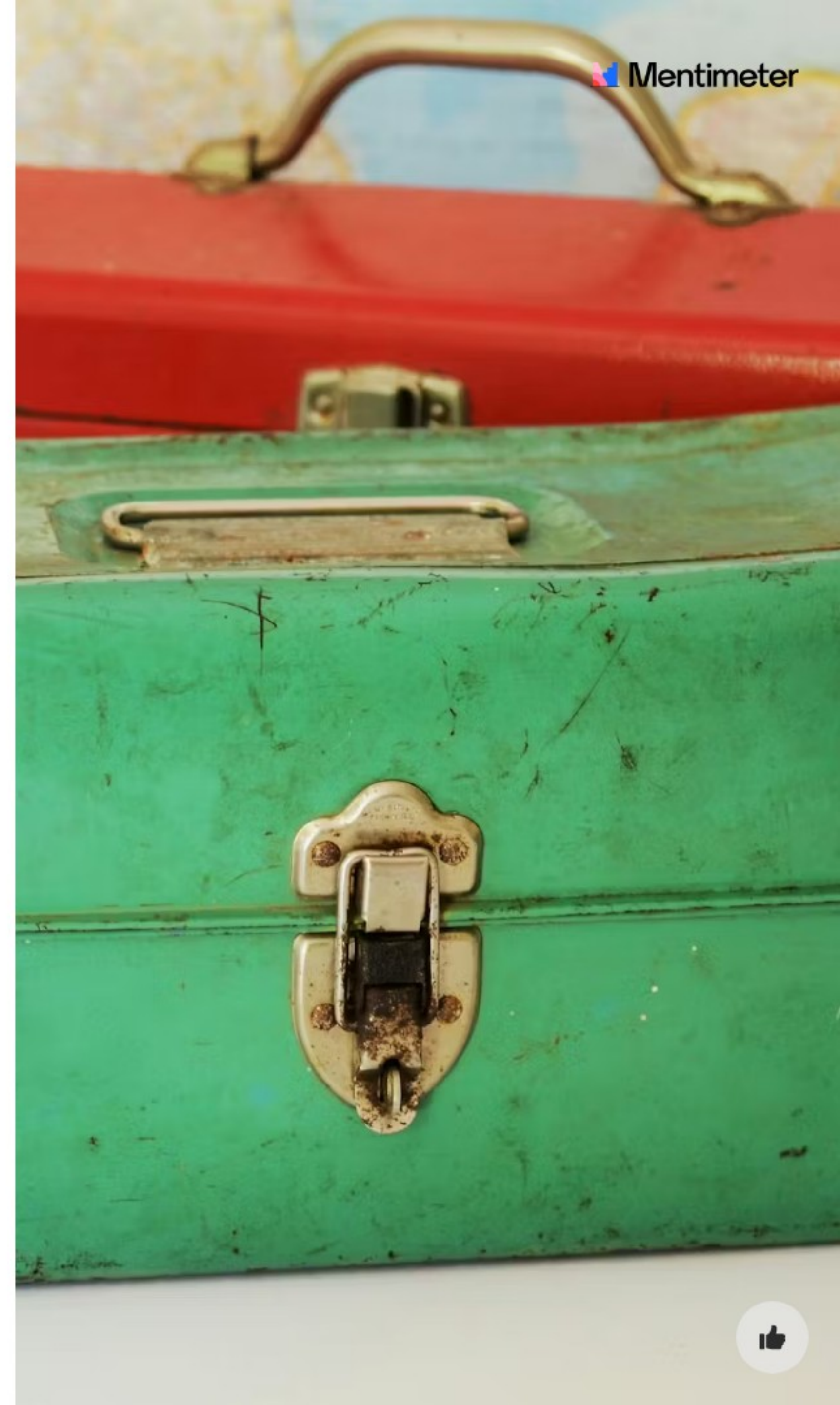
Social media and its propaganda bots challenge the trustworthiness of information. ChatGPT has been known to make things up.

Researchers consistently use verifiable, creditable sources that are carefully curated. Citing those sources builds trust in the process and the information.



Data Minimalization Toolkit

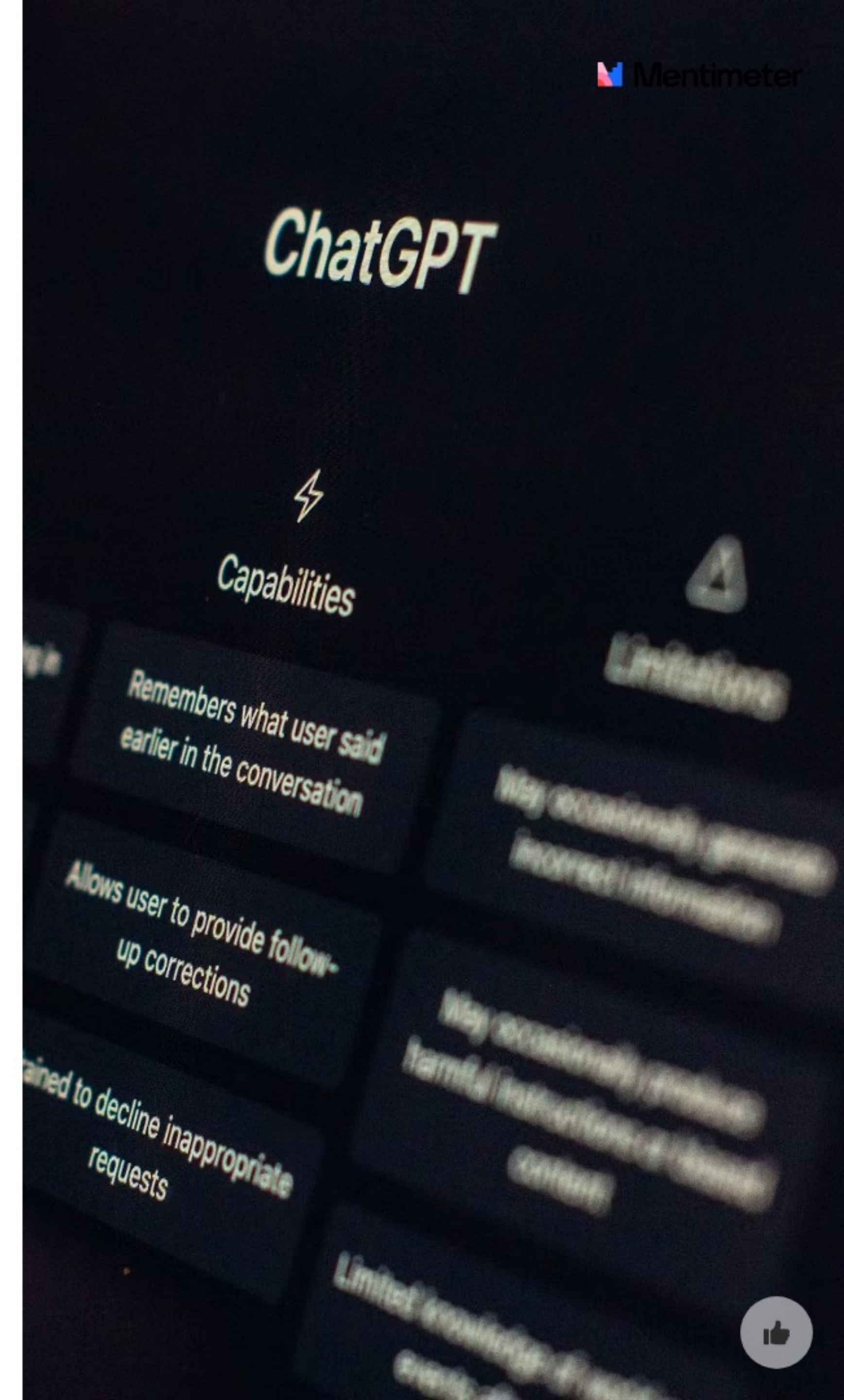
<https://www.aprahome.org/Resources/Data-Minimization-Toolkit>



What would you do?

You work with several fundraisers who are impatient with the process of requesting a research profile and so conduct their own prospect research.

You learn that they have started actively using ChatGPT to complete that research.



What are the ethical concerns in this scenario?



Talk about Ethics

There is nothing illegal, immoral or distasteful in viewing or combining material for the purposes of better understanding a donor or prospect.

But if we don't talk about the process or discuss ethical issues in a safe space, the sentiment that prospect research is potentially unethical or creepy will remain.



Vendor Due Diligence Toolkit

<https://www.aprahome.org/Resources/Vendor-Due-Diligence-Toolkit>



Final Thoughts

Ethics are not static.

What is ethical in one situation may be unethical in another.

And what is ethical today may become illegal tomorrow.

With AI tools popping up, how data is accessed is evolving.

Context, legal considerations, organizational values and risk tolerance all influence these perceptions and decisions.



What is *your* SMIT for today?

Additional Resources



Ethics Statements

- Apra Statement of Ethics: <https://www.aprahome.org/Resources/Statement-of-Ethics>
- AASP Statement of Ethics: <https://aasp.memberclicks.net/statement-of-ethics>
- AFP Code of Ethics: <https://afpglobal.org/ethics/code-ethical-standards>
- AHP Professional Standards of Conduct: <https://www.ahp.org/about-AHP/governance/professional-standards-of-conduct>

Ask The Ethicist

<https://connections.aprahome.org/Search?sb-search=ask+the+ethicist&sb-bhvr=1&sb-logid=1747-pnd2gdsv6iufjizx>



Apra Canada Privacy Toolkit

<https://www.apracanada.ca/privacytoolkit>

