



<<POLICIES>>

THE ETHICAL HANDLING AND USE OF DONOR AND DONATION INFORMATION

1. Purpose

This policy is intended to provide guidance and expectations for the ethical handling and protection of donor and donation information relating to the Tredyffrin Township Libraries' fundraising activities (Tredyffrin Public Library and Paoli Library, hereafter referred to as "the Libraries"). This includes fundraising campaigns as well as incidental or occasional contributions to the Libraries, and encompasses all contributions, whether for capital, intellectual property, operating support, or any other purpose.

2. Coverage

This policy applies to all leaders, volunteers, consultants, Trustees, Boards, and library employees involved in any way with the Libraries' fundraising activities.

3. Principles

- a. The Libraries appreciate and value the generous level of volunteer support that they receive from the community. This support is a source of great pride and value to the community at-large and should be preserved.
- b. In general, anyone involved in fundraising for the Libraries is expected to adhere to the ethical principles advocated by professional fundraisers. (See Assn. of Fundraising Professionals Code of Ethical Principles and Standards, following:
http://www.afpnet.org/content_documents/CodeofEthics.pdf)
- c. In particular, those engaged in fundraising on behalf of the Libraries are expected to:
 - Safeguard the public trust
 - Put the Libraries' and community needs above personal gain
 - Avoid even the appearance of conflict of interest
 - Value the privacy of donors
 - Protect the confidentiality of all information
 - Act in an ethical manner that preserves and enhances community philanthropy to the Libraries and promotes volunteerism
 - Do nothing that would endanger any Libraries-related organization's status as a 501(c)(3) tax-exempt organization.

4. Use of Individual Donor or Donation Information

- a. Individual donor or donation information is to be used only for the purposes of supporting the Libraries and their fundraising efforts. Furthermore, any information identifying individual donors, or their contributions, will be handled in a manner that complies with each donor's stated wishes.
- b. In order to help assure the authorized use of individual donor or donation information, all solicitations of contributions to the Libraries' fundraising activities will include a provision whereby the donor will be able to indicate his/her preference regarding anonymity of their contribution.
- c. Any publication or release of any individual donor or non-donor information requires the prior authorization of the Board of Trustees, or its designee(s). For purposes of this authorization, the Board of Trustees may identify authorized designee(s). In any case where the designee is

unavailable, or no designee has been appointed, the President of the Board of Trustees will be considered to be the designated approval authority.

5. Limits on Collection of Donor Personal Information

The Libraries, or those involved in fundraising on the Libraries' behalf, will only collect individual donor information that is necessary in order to accurately record, analyze, and acknowledge contributions, and to comply with applicable laws and regulations.

6. Storage of Donor and Donation Information

- a. All donor and donation information will be treated as CONFIDENTIAL, and will be handled with the utmost discretion.
- b. Paper records of donor and donation information should be stored in a restricted access filing area.
- c. Donor and donation information that is stored in electronic form should be password protected, and access should be limited to a defined list of specifically authorized individuals.

7. Access to Donor and Donation Information

- a. Individuals (volunteers, staff and consultants) with access to donor information must be clearly identified, either by name or by position in the organization.
- b. Individuals with access to donor information are required to:
 - Be made aware of the policies and procedures of the Tredyffrin Township Libraries regarding fundraising
 - Read and sign a form stating they will abide by the policies and procedures of the Tredyffrin Township Libraries regarding fundraising
 - Abide by the policies and procedures noted above.

8. Orientation and Training

- a. Staff, volunteers and consultants will be informed at least annually of the *Policy on the Ethical Handling and Use of Donor and Donation Information* and will be required to sign the Signature Page at least annually.
- b. The orientation and training of any library volunteer, staff member or consultant with fundraising responsibility will include a review of the *Policy on the Ethical Handling and Use of Donor and Donation Information* and the signing of a statement articulating that the person has read and understands the policy.
- c. The chair of any fundraising campaign on behalf of the Libraries will be responsible for assuring that volunteers, staff and consultants involved in the campaign are aware of the *Policy on the Ethical Handling and Use of Donor and Donation Information*, and that each individual agrees in writing to comply with the Policy.

9. Consequences of Abuse or Conflict of Interest

Any violation of the *Policy on the Ethical Handling and Use of Donor and Donation Information* will be considered to be a serious breach of the Tredyffrin Township Libraries' ethical standards. Sanctions may include, but not be limited to, dismissal from staff, campaign or any other role related to the Tredyffrin Township Libraries.

10. This policy is effective for donations solicited and received after January 1, 2009.

*Adopted by the Tredyffrin Township Libraries Board, October 2008
Reviewed and approved, February 2009
Revised and approved, February 2010
Reviewed and approved February 2011*

Signature Page

I, _____, have read and understand the Tredyffrin Township Libraries' policy on "The Ethical Handling and Use of Donor and Donation Information."

I have been afforded an opportunity to ask questions regarding this policy.

I have been informed who is designated as authorized to release information, and that this includes the President of the Board of Trustees; and their contact information has also been made available to me in the event that I have any questions or issues with regard to the application of this policy.

I agree to comply with this policy.

Signed

Date