

ETHICAL DECISION-MAKING MODEL FOR PHILANTHROPIC FUNDRAISERS

ALTERNATIVES	1	2	3	4
PUBLIC TRUST/VALUES How does this alternative promote or detract from public philanthropic values?				
ORGANIZATIONAL MISSION How does this alternative promote or detract from organizational mission?				
PROFESSIONAL RELATIONSHIPS How does this alternative affect long-term relationships with colleagues, donors, volunteers, and the public?				
PERSONAL INTEGRITY In what ways does this alternative help or not help you develop into the sort of person you want to be?				

Adapted from *Ethical Decision-Making in Fund Raising*, Marilyn Fischer, New York: John Wiley & Sons, 2000.

Paul C. Pribbenow, Ph.D., Rockford College, (815) 226-4010, president@rockford.edu