



<b>ADRA Indonesia Policies and Procedures</b>	<b>Document Number</b>
<b>Document name</b>	PS 800 020
Ethical Communication guidelines	
<b>Sections (All sections the document is included)</b>	<b>Effective Date</b>
Marketing and Fundraising	02 Dec 2019
<b>Approving Committee</b>	<b>Revision Date</b>
ADRA ADCOM	02 Dec 2019

## ADRA ETHICAL COMMUNICATIONS GUIDELINES

Please use this form to assess compliance of all official communications, including marketing and fundraising materials. Once complete attach to the final draft and submit to the Marketing/Communications/Fundraising Director or other person responsible for approval.

### Communications, marketing, and fundraising materials MUST:

1. Include the organization's identity including name, address, charity/registration number;
2. Clearly state if there is a specific purpose for each donation;
3. Not claim or imply that professional fundraising activities are carried out at no cost;
4. Accurately represent the context, situation, proposed solutions and intended meaning of information provided by affected people
5. Avoid material omissions, exaggerations, misleading visual portrayals and overstating the need or what the donor's response may achieve;
6. Not endanger the people they are portraying;
7. Have free, prior and informed consent of the person/s portrayed, including children, with their parents or guardians providing consent;
8. Acknowledge partners in accordance with agreements.

### Communications, marketing, and fundraising materials MUST NOT threaten the safety or dignity of, or disparage a beneficiary, including, but not limited to:

1. Commenting unnecessarily or negatively on the impairment, dependency or disability of a Beneficiary;
2. Using language which suggests that the Beneficiary is to be pitied or feared;
3. Stating or implying a falsehood regarding a Beneficiary;

4. Using a Beneficiary's image, name or other personal information without their permission.

5. Presenting people in a dehumanized manner, infringe child protection policies or show children in a naked and/or sexualized manner;

6. Featuring dead bodies or dying people;

Disparaging others or infringing on the intellectual property rights of others.

Submission for: \_\_\_\_\_

Submitted by : \_\_\_\_\_ Approved: \_\_\_\_\_

Position : \_\_\_\_\_ Position: \_\_\_\_\_

Signed/Dated : \_\_\_\_\_ Signed/Dated: \_\_\_\_\_