

Components and Key Messages Canadian Fundraising Narrative



A The Professionalist charity ideology

- i. The role of Canadian charities is to effect the greatest necessary change in Canada and the rest of the world.
- ii. To bring about that change, Canadian nonprofits need to be professional (and possibly 'business'-like), utilizing the best talent and staff to effect change, and rewarding staff fairly and proportionately for the contribution they make.
- iii. What matters most for us, and our beneficiaries, is effecting change, and provided change *is* effected, a Canadian nonprofit organization can be big or small, local or national, campaigning or helping, fundraising or non-fundraising. There is no one, preferred, 'ideal' way for us to change the world, provided the world is changed.
- iv. Canadian charities cannot change the world unless they have the money to do it, so they have a right – in fact a duty, because research shows most people only give to charity if they're asked to do so – to ask people for support. If we're not going to waste your money on ineffective and inefficient fundraising, we must adopt professionalized methods to raise that money.

Key messages

A1 Fundraising enables charities to help their beneficiaries

A2 To help their beneficiaries, fundraisers need to be as efficient and effective as they can, so they provide most help and don't waste the money donors give them.

NB – each of the four parts of the Professionalist ideology could be used as a key message in its own right.

B Rights Balancing Fundraising Ethics

Set out formally, Rights Balancing Fundraising Ethics says:

Fundraising is ethical when it balances the duty of fundraisers to ask for support, on behalf of their beneficiaries, with the relevant rights of the donor, such that a mutually optimal outcome is achieved and neither stakeholder is significantly disadvantaged.

Key messages

B1 Fundraisers have a duty to ask for donations on behalf of our beneficiaries

B2 Through our ethics and regulation, we aim to balance our duty to ask for support with our other duties to our donors, particularly not subject them to undue pressure to donate.

C The Canadian way of doing things: A Canadian civic philosophy

Key messages

C1 Canada's charities work within Canada's quintessential civic tradition of supporting minority rights of disadvantaged groups

C2 Issues and challenges facing Canadian fundraising need to be resolved within Canada's civic tradition

C3 Canada deserves solutions to the challenges surrounding fundraising that are rooted in and tailored to distinctly Canadian themes, not copied uncritically for other countries [hand-me-downs from British politicians or newspaper editors].

D Donor-centred and community-centred language and messaging

You will need to apply your knowledge of donor-centred and community-centred communications to make the best use of the narrative where and when relevant and appropriate.

E Extra facts and information

You will need to draw on your specialist professional knowledge to use extra facts and information to support the narrative where and when relevant and appropriate.