

Not-for-Profit Certificate Program

Strategies to Promote an Ethical Culture



- Establish ethical leadership and tone at the top
- Promote effective financial management and fundraising practices
- Focus on building an ethical culture and ensure alignment between strategy and mission
- Intentionally hire for ethical characteristics and provide ethics training
- Hold everyone accountable for behavior
- Have an effective performance management process and appropriate rewards system
- Create written policies and practices, including a code of conduct
- Develop written ethics standards and ensure resources are available for employees in need of ethics advice
- Establish a reporting line