



AUSTRALIAN  
COUNCIL  
FOR  
INTERNATIONAL  
DEVELOPMENT

## CODE OF CONDUCT

### EMERGENCY APPEAL WEBSITE CHECKLIST

In responding to any emergency situation, Code of Conduct signatories should make sure that they are aware of Code requirements that apply. Please take the opportunity to review the Code of Conduct and to make sure that the standards that the Code sets out don't get forgotten.

***Please note that this checklist is only a guide to complying with the standards required for appeals websites. The ACFID Code of Conduct Emergency Response checklist provides a full list of Code obligations relevant to emergency appeals situations.***

***Full copies of the Code of Conduct and its Guidance Document should be referred to for more detailed guidance.***

If you have any questions about the Code's requirements, please contact the Code of Conduct secretariat on 02 6281 9217.

| Code Requirement                       |   | Guidance for appeal websites   |
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| Appeals and fundraising messages must: |   |  |
| C.3.2                                  | accurately identify the organisation (name, ABN, address and purpose).              | Such information should be clear on the website. Most non-compliance in this area is due to lack of ABN on websites.   |
| C.3.2                                  | clearly state why the donations are being collected and what they will be used for. | <p>Any donations page must clearly explain what donations will be used for. Information should include a portrayal of intended recipients, their situations and potential solutions. Examples of how donations are being used may include provision of food, shelter, clean water, blankets, mosquito nets, sanitation and child protection or an explanation of a specific program that you may be engaged with.</p> <p>It is often not clear exactly what will be done at the beginning of an emergency response. It would be appropriate in the early stages to identify planning and scoping activities that are going on, however, Websites will need to be updated regularly as greater clarity on your response is developed (See C.1.1).</p> |



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| C.3.2 | accurately portray intended recipients, their situations and potential solutions  | If truthfulness is not maintained the signatory organisation may be exposed to complaints from the public.   |
| C.3.2 | not exaggerate or mislead what a donors response will achieve or the extent of the need   | Messages and images which are consistent with this Code are those that put a human face or a personal story on the impact of a disaster, present a message of potential change; appeal on the basis of justice and common humanity rather than guilt; emphasise the positives rather than the negatives; portray a balanced picture of the needs and accomplishments of local communities.                       |
| C.3.2 | not leave potential donors feeling that their failure to respond to the solicitation will have greater consequences than the reality of the situation | Messages and images which should be avoided are those which isolate an individual from the context of family and community; portray people overseas as objects of charity; fail to acknowledge the local resources which alleviate the situation; use camera angles which look down; portray people who are not from the country in which the appeal is being conducted; present donors as 'going to the rescue' |
| C.3.6 | include information on what any excess funds will be used for   | This can be addressed by a simple inclusion on the fundraising website along the lines of...<br><br><i>Funds raised for an emergency appeal are applied to the emergency response and for rehabilitation activities in the affected areas. If funds raised exceed amount needed for this appeal, funds will be used to XXX / included in XXX fund.</i>   |
| C.3.4 | be consistent with Privacy Act 1988 (if required).  | Check your privacy policy is up-to-date and on your website.   |



| Signatories should: |  |   |
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| C.3.7               | ensure that where ratios (such as the percentage of funds raised which are spent on administration costs) are used, a note accompanies them explaining how they have been calculated | <p>If you use ratios (eg administration/donation ratios) on your appeal material, clearly state how they were determined including defining key terms such as administration or fundraising etc. This allows donors to understand and compare how different agencies are operating.</p> <p><i>Good practice example:</i> Organisation Y informs its donors on its emergency appeals webpage that it deducts X% of donations for its international appeal to cover its own costs. The rest of the donation goes to provide assistance to the victims.</p> <p><i>Good practice:</i> Organisation Y informs its donors on its emergency appeals webpage that there are administrative expenses for receiving and receipting donations for its international appeal. Final costs can only be estimated after the appeal has concluded. However, in previous emergency appeals, Organisation Y contained administrative costs to X% of total funds expended.</p> |
| Signatories will:   |  |   |
| C.1.1               | Proactively make available information to stakeholders which is accurate accessible and timely   | <p>Information on your website (including intended recipient's situations, why the donations are being collected and what they will be used for – ie potential solutions) must be regularly updated. This may be done through links to partners' websites or through social medial feeds (eg twitter).</p> <p>Significant changes or progress should be included on the signatory organisations website.</p>  |
| C.1.3               | Images are dignified, respectful and diverse; convey context, origins are known and key figures informed.  | <p>Messages can be enormously powerful in influencing the public's perceptions and attitudes and can have a cumulative effect over time.</p> <p>Signatories should avoid messages or images which portray women and men, boys and girls as hopeless objects of pity rather than as participants in activities which reflect their daily lives.</p> <p>Images used should be credited and where possible provide a description.</p>  |



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| D.2.2 | not denigrate other agencies, or make misleading or false public statements regarding other agencies   | Signatory organisations can minimise any risk with regard to this Principle by confining their public statements to description of their own merits rather than comparisons with other development organisations   |
| B.1.5 | Not use funds and other resources designated for the purposes of aid and development to promote a particular religious adherence or to support a political party, or to promote a candidate or organisation affiliated to a political party. | For those organisations who undertake non-development activity, it is essential that fundraising and donation streams are clearly separated for development and non-development activity. This may require multiple options for donations and effective tracking of these donation streams<br><br>If funds are only being raised for non-development activity, a statement to that effect should be included on the donations page of the website. |

**Additional resources:**

[Dochas Code on Images and Messages - The Irish Association of Non Governmental Development Organisations \(Dochas\)](#)

[Checklist for Ethical Fundraising Message - Canadian Council for International Co-operation \(CCIC\)](#)

[Fundraising Institute of Australia - Principles and standards of fundraising practice](#)