

E-donor Bill of Rights

The E-donor Bill of Rights is intended to complement the longstanding Donor Bill of Rights of the Association of Fundraising Professionals and provide further and more detailed guidance for online giving. In addition to the rights outlined in the Donor Bill of Rights, online donors should demand of their solicitors:

- To be clearly and immediately informed of the organization's name, identity, nonprofit or for-profit status, mission and purpose when first accessing the organization's website.
- To have easy and clear access to contact information other than through the website or e-mail.
- To be assured that all third-party logos, trademarks, trustmarks and other identifying, sponsoring and/or endorsing symbols displayed on the website are accurate, justified, up-to-date and clearly explained.
- To be informed of whether or not a contribution entitles the donor to a tax deduction and of all limits on such deduction based on applicable laws.
- To be assured that all online transactions and contributions occur through a safe, private and secure system that protects the donor's personal information.
- To be clearly informed if a contribution goes directly to the intended charity or is held by or transferred through a third party.
- To have easy and clear access to an organization's privacy policy posted on its website and be clearly and unambiguously informed about what information an organization is gathering about the donor and how that information will be used.
- To be clearly informed of opportunities to opt out of data lists that are sold, shared, rented or transferred to other organizations.
- To not receive unsolicited communications or solicitations unless the donor has "opted in" to receive such materials.