



# standards of conduct

## ASAE CORE ETHICAL STANDARDS

**As an ASAE member, one should aspire to:**

- 1** Respect and uphold public laws that govern one's work;
- 2** Be honest in conducting the member's business;
- 3** Respect the confidentiality of information gained through one's work;
- 4** Act fairly;
- 5** Foster an ethical culture through one's work; and
- 6** Take responsibility for one's conduct.

# asae standards of conduct | preamble

More than 287 million people around the globe look to associations for their vision, their values and their effectiveness. With this role comes a great responsibility for associations to serve members and the public with integrity. To fulfill this responsibility, ASAE: the Center for Association Leadership's membership of association professionals, consultants, and industry partners are committed to ethical standards that promote the goal of transforming society for the better.

To join ASAE is to commit to work in accordance with its ethical standards and to encourage the development and implementation of the ethical standards within the industries and professions represented by its members.

The Standards of Conduct embody aspirational ethical standards. The aspirational ethical standards describe the conduct that individuals strive to uphold as ASAE members. Although adherence to the aspirational ethical standards is not easily measured, conducting themselves in accordance with these ethical standards is an expectation that members have of themselves as professionals. Among the aspirational ethical concepts with these Standards of Conduct are those of **respect, responsibility, fairness** and **honesty**.

**Respect** is demonstrating a high regard for one's self, others, and the resources entrusted to them. Those resources may include people, money, reputation, the safety of others, and natural or environmental resources. An environment of respect engenders trust, confidence, and performance excellence by fostering mutual cooperation – an environment where diverse perspectives and views are encouraged and valued.

**Responsibility** is taking ownership for the decisions one makes or fails to make, the actions one takes or fails to take, and the consequences that result.

**Fairness** is making decisions and acting impartially and objectively. A member's conduct must be free from competing self interest, prejudice, and favoritism.

**Honesty** is understanding the truth and acting in a truthful manner both in one's communications and in one's conduct.

**ASAE Association Professionals/Executive members\***, **Consultant members\*\***, and **Industry Partners members\*\*\*** aspire to demonstrate ethical conduct by acting in the manner described in ASAE's Core Ethical Standards Addendum. **SEE CHART**

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*\*The **ASAE Association Professional/Executive members** category encompasses the staff of trade and professional associations, philanthropic organizations, and association management companies, including association chief executive members, and association professional staff members of ASAE.*

*\*\*The **ASAE Consultant member** category encompasses those individuals whose primary service to ASAE & The Center members involves the sale of intellectual property or expert advice to associations or other membership organizations, and who are not full-time association executives.*

*\*\*\*The **ASAE Industry Partner members** category encompasses those individuals who market to ASAE members, members of learned professions, government employees and others who are not full-time association executives.*

CORE STANDARD	ASSOCIATION PROFESSIONALS / EXECUTIVES	CONSULTANTS	INDUSTRY PARTNERS
<b>1. RESPECT AND UPHOLD PUBLIC LAWS THAT GOVERN MY WORK</b>	Know and abide by the laws and regulations that govern nonprofit organizations and their entities.	Know and abide by the laws and regulations that govern the member's profession or industry and that of his/her clients.	
	Encourage all stakeholders to respect and uphold the law.	Encourage all industry partners to respect and uphold laws and regulations.	
	Ensure all contractual dealings are conducted fairly and in compliance with the law.		
<b>2. BE HONEST IN CONDUCTING MY BUSINESS</b>	Strive to create an environment in which others feel safe to tell the truth.		
	Be honest and accurate in communications and in conduct particularly when describing one's knowledge, experience, expertise and credentials.	Be honest and accurate in communications and in conduct particularly when describing one's knowledge, experience to clients and when promoting services.	
	Demonstrate transparency in the decision-making process and disclose all potential and actual conflicts of interest.	Maintain a transparent line of communication and fully disclose all potential and actual conflicts of interest.	
	Negotiate in good faith and provide all information material to the terms of the contract to the persons with whom the member is negotiating.	Present contracts that are clear, unambiguous and transparent to prospective clients and fully disclose potential costs within the defined scope of work to the client before beginning an assignment.	
	Follow the employer's policies and procedures in the acceptance of commissions, remuneration or other benefits in connection with the scope of the member's employment.	Obtain client's prior written consent before accepting commissions, remuneration or other benefits from a third party in connection with the recommendations regarding the client's business.	

CORE STANDARD	ASSOCIATION PROFESSIONALS / EXECUTIVES	CONSULTANTS	INDUSTRY PARTNERS
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**3. RESPECT THE CONFIDENTIALITY OF INFORMATION GAINED THROUGH MY WORK**

Protect confidential information, including information that is in the possession of staff or volunteers whose service to the association is ending.

Protect confidential information, services and products, including after the professional relationship has ended.

**4. ACT FAIRLY**

Serve the interest of the member's organization through fair, honest and courteous dealings that help advance the association management profession.

CORE STANDARD	ASSOCIATION PROFESSIONALS / EXECUTIVES	CONSULTANTS	INDUSTRY PARTNERS
<b>4. ACT FAIRLY</b> <i>(continued)</i>	Advance, support, and promote association membership and the profession of association management through word and deed.		
	Approach directly those persons with whom one has a conflict or disagreement, when appropriate.		
	Conduct one's self in a professional manner in all circumstances.		
	Maintain and constantly reexamine my impartiality and objectivity, taking corrective action as appropriate.		
	Actively encourage equitable access to opportunities in association employment, membership, volunteer engagement and development, meetings, events, and activities.		
<b>5. FOSTER AN ETHICAL            CULTURE THROUGH ONE'S            WORK</b>	Model and encourage the intergration of ethics into all aspects of management of the association which employs the member.	Model and encourage the integration of ethics into all aspects of management of the association which employs the member.	
	Pursue the objectives of the association that employs the member in ways that are ethical.	Pursue the objectives of the association that employs the member in ways that are ethical.	
	Employ practices that exemplify 'Social Responsibility' at it pertains to both the human and environment conditions.		
	Respect diversity and foster inclusion in all aspects of one's work.		
	Build strong relationships with all to enable a culture of integrity and uncompromising ethics.		
	Members inform themselves about the norms and customs of others and avoid engaging in behaviors they might consider disrespectful.		
	Listen to others' points of view, seeking to understand them.		
	Provide accurate information in a timely manner.		
	Make commitments and promises, implied or explicit, in good faith.		

CORE STANDARD	ASSOCIATION PROFESSIONALS / EXECUTIVES	CONSULTANTS	INDUSTRY PARTNERS
<b>6. TAKE RESPONSIBILITY FOR MY CONDUCT</b>	Exhibit professional conduct that is a credit to the ASAE, one's employer and one's self, and strive to continually advance personal knowledge and achieve higher levels of excellence in one's profession.	Exhibit professional conduct that is a credit to the ASAE, one's client and one's self, and strive to continually advance personal knowledge and achieve higher levels of excellence in one's profession.	Exhibit professional conduct that is a credit to the ASAE, one's employer and one's self, and strive to continually advance personal knowledge and achieve higher levels of excellence in one's profession.
	Follow the established standards of the member's profession and ASAE's Standards of Conduct.		