

Ethical Engagement Guide

Professional and Honest Interactions

Ethical engagement is the cornerstone of sustainable relationships. This guide outlines the principles and practices that define how we interact with supporters and the general public.

Core Principles of Ethical Engagement:

- Transparency: Always be honest about what you're asking and why
- Respect: Treat every person with dignity regardless of their response
- Honesty: Provide accurate information and correct misunderstandings
- Integrity: Let your actions match your words

Common Ethical Scenarios:

1. When someone has questions: Answer honestly or offer to find accurate information
2. When someone disagrees: Listen respectfully and avoid becoming defensive
3. When you make a mistake: Acknowledge it immediately and correct it
4. When pressured to bend the truth: Politely but firmly stick to facts

Remember: Building trust takes time and consistency. One ethical lapse can damage relationships that took months to build. Your integrity is your most valuable asset in this role.

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