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Letters to the Editor
The New York Times
229 West 43rd Street
New York, NY 10036

RE: *ACLU's Search for Data on Donors Stirs Privacy Fears* Article
December 18, 2004 by Stephanie Strom

It is important to note, that researching donors dates back to at least the 1930s, and is an important component of fundraising. Research helps charities better focus their energies on individuals most likely and capable of giving, thus maximizing the impact of dollars raised.

But it must be accomplished with the utmost discretion and respect. For 20 years the Association of Professional Researchers for Advancement has educated its 1,900 members to do just that. In addition, our Code of Ethics requires that members strictly follow the internal privacy guidelines of the organizations for which they work.

Donors have a right to demand that their privacy not be invaded, and organizations that employ professional researchers are far more likely to engage in this process ethically and responsibly.

Sincerely,

Stephanie Taylor
Executive Director