



Unit 11 Europoint, 5 – 11 Lavington Street, Southwark, London SE1 0NZ  
Telephone: 020 7401 8452 | Fax: 020 7928 2925 | Email: [info@pfra.org.uk](mailto:info@pfra.org.uk)

## Abridged Institute of Fundraising Code of Practice for the Personal Solicitation of Committed Gifts ("Face to Face" Fundraising)

1. We **always** tell potential donors clearly that we are paid to speak with them, and that we are not volunteers — if this is the case — and we explain the basis on which we are paid.
2. We **always** carry and display ID so that any potential donor can verify who we are, whom we are working for and on whose behalf we are fundraising.
3. We **always** represent our charity or Not for Profit Organisation (NPO) at the time, in the place, and in the manner that has been previously agreed both with the charity/NPO and with the relevant site owner or local authority, and as directed by our Team Leader or other responsible agency personnel.
4. We **always** explain to a donor how the charity or NPO will communicate with them after subscribing, and if they are likely to receive a follow-up phone call we inform them of this.
5. We **always** ensure that forms with personal details provided by donors are handled at all stages in a secure manner
6. We **always** end a conversation in a polite and respectful manner as soon as we are asked to.
7. We **always** ensure, wherever possible, that if a member of the public has a complaint, a full and accurate record of the complaint and the complainant's contact details are taken so that action can be taken promptly and appropriately. We will also offer the complainant contact details for a person in authority who can respond to their concerns.
8. We **never** say or do anything that could pressurise or harass people and we do not use manipulative techniques.
9. We **never** confuse or mislead the public and we **never** say, do, or display anything for which we have not been given permission by the charity or NPO.
10. We **never** behave whilst on duty in any way that might bring the charity / NPO or our employer into disrepute.

Street and door-to-door fundraisers receive initial and ongoing training from the charity/NPO and from their professional fundraising organisation (where applicable). The quality and standards of their work are subject to monitoring and review.

For a copy of the Institute of Fundraising Code of Practice visit

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) or [www.pfra.org.uk](http://www.pfra.org.uk)