Public Fundraising Regulatory Association

Provider Self-Certification Questionnaire

Application Form

Version 8

January 2010

OBJECTIVES

The purpose of the PFRA is to promote quality, integrity, and transparency in public fundraising by personal solicitation because the visible application of responsibility enables and ensures sustainability.

By this we mean:

Quality
- Providing fundraising communications that are carried out to a thorough standard of professionalism, by giving calls to action respectfully, effectively and consistently.
- Reflecting the aims, objectives, and mission of the contracting charitable organisation accurately, in an engaging, positive manner – without inconvenience, “guilt-tripping”, or misinformation.

Integrity
Providing fundraising interactions which reflect the equitable access of all charities and not-for-profits to opportunities to fundraise.

Transparency
Providing fundraising interactions which are conducted at all times in an atmosphere of openness, honesty, and efficiency.

Sustainability
Always acting in a way that safeguards the long-term use and effectiveness of the F2F fundraising medium across the entire voluntary sector.

ACCREDITATION

In order to attain and monitor these high standards the PFRA requires all members to undergo self accreditation within 6 months of joining the PFRA.

The PFRA Accreditation process is designed to provide evidence of compliance with the Institute of Fundraising's Codes of Fundraising Practice. These are structured in such a way to highlight what is mandatory at law, what the Institute & PFRA regard as a mandatory requirement for members and what constitutes advice on best practice.

Members are asked to inform the PFRA of any major changes and undergo re-accreditation every two years. This is essential for the PFRA to perform its functions as a credible regulatory body.

This form is intended to be completed by Professional Fundraising Organisations and Consultants.

INSTRUCTIONS

Please complete this questionnaire electronically and return by email. This will speed up your accreditation process and facilitate re-accreditation in two years time.

Consultants working with in-house teams
Where the activities described in a section are undertaken by an in-house team you are advising, the consultant ought to ensure that the related section of the in-house accreditation for has been completed by the client.

Note: Many questions require a yes/no answer. However, where further information is required, please use the box to describe how your organisation controls, manages and/or monitors that particular element of your face-to-face fundraising activities.

Some questions are for the PFRA's information only. Answering these questions will not affect your accreditation.

In this accreditation form a phrase where the word **'must'** is in bold indicates a requirement that is mandatory at law, **'ought'** indicates a requirement that is mandatory for members and affiliated organisations of the Institute and **'should'** indicates a course of action that is recommended as best practice.

All responses will remain confidential.

Please complete all sections of this document. If one section is not relevant to your organisation, please explain why, for instance if you only do Door-to-Door, or you are not a registered charity.

Help: Sections written in blue are intended as advice and guidance.

If you have any further questions about this form, please contact Nick Henry, the PFRA's Head of Standards, on 020 7401 8452, who will be able to give you advice.

When you have completed the form, please return by email to:

nick@pfra.org.uk

Part A
There are no 'marks' for this section and details are for information only. Nevertheless the information is **required** and accreditation **cannot proceed** without complete details

ORGANISATION DETAILS

Organisation name:	
PFRA Membership No:	
Company No:	
Charity Registration No:	
Your name	
Your job title	
Your telephone number	
Your email address	
Date completed	

Essential Contacts

1. General

A1. Are you listed as the main PFRA contact? We recommend that this part of the form is completed by the most senior person in your organisation who will be engaging with the PFRA.	YES☐ NO☐
If you answered "No", please give details of the most senior person.	
Name	
Job title	
email address	
Phone number	

A2 Does your organisation have copies of the following PFRA / IoF documents?	
• Code of Conduct	YES☐ NO ☐ n/a ☐
• Levy return form	YES☐ NO ☐ n/a ☐
For Street Fundraising	
• PFRA Diary Management Methodology Statement	YES☐ NO ☐ n/a ☐
• PFRA Bidding/Reporting Schedule	YES☐ NO ☐ n/a ☐
• National Site Diary Request Form	YES☐ NO ☐ n/a ☐
• Mystery Shopping Form 2009 - 2010	YES☐ NO ☐ n/a ☐
• PFRA Site Penalties & Infringements	YES☐ NO ☐ n/a ☐
For Door-to-Door Fundraising	
• Doorstep Voluntary Management System	YES☐ NO ☐ n/a ☐
If you answered “No” to any of the above questions, please contact the PFRA secretariat for copies.	

2. Street F2F / Street Prospecting

A3. If you undertake fundraising on the street, who is responsible for booking diaries? If you are a consultant who advises a charity on this activity, rather than undertaking it yourself, then please give the name of the charity contact(s).	
Name	
Job title	
email address	
Phone number	
If this responsible person is unavailable (holiday / sick), who will be responsible for booking? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	
email address	
Phone number	

A4. If you undertake fundraising on the Street, who is responsible for resolving clashes in National Site Diaries and London Site Matrix Diary schemes? If you are a consultant who advises a charity on this activity, rather than undertaking it yourself, then please give the name of the charity contact(s).	
Name	
Job title	
email address	
Phone number	
If this responsible person is unavailable (holiday / sick), who will be responsible for clashes? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	

email address	
Phone number	

A5. Who in your organisation needs to receive the PFRA Sites & Access Report? This report details any changes to site agreements and is **required** reading for all operators.	
Name(s)	
email address(es)	
If this responsible person is unavailable (holiday / sick), who will be responsible for receiving the SAR? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	
email address	
Phone number	

A6. If you undertake fundraising on the street, who is responsible for submitting mystery shopping reports? The PFRA requires mystery shopping reports be submitted by 1pm every Friday in order to carry out quality control. Fines will be imposed if reports are not submitted on time. If you are a consultant who advises a charity on this activity, rather than undertaking it yourself, then please give the name of the charity contact.	
Name	
Job title	
email address	
Phone number	
If this responsible person is unavailable (holiday / sick), who will be responsible for reports? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	

email address	
Phone number	

3. Doorstep F2F / Doorstep Prospecting

A7. If you undertake door-to-door, who is responsible for submitting DVMS and dealing with DVMS clash resolutions? If you are a consultant who advises a charity on this activity, rather than undertaking it yourself, then please give the name of the charity contact.	
Name	
Job title	
email address	
Phone number	
If this responsible person is unavailable (holiday / sick), who will be responsible for DVMS? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	
email address	
Phone number	

4. Financial and Administrative Details

A8. Who is responsible for submitting levy returns? Normally due on the Monday two weeks after the end of the period. There is a fine for late submission. If you are a consultant who advises a charity on this activity, rather than undertaking it yourself, then please give the name of the charity contact.	
Name	
Job title	
email address	
Phone number	
If this responsible person is unavailable (holiday / sick), who will be responsible for levy returns? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	
email address	
Phone number	

A9. Who is responsible for dealing with invoices from the PFRA for your organisation?	
Name	
Job title	
email address	
Phone number	
If this responsible person is unavailable (holiday / sick), who will be responsible for invoices? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	

email address	
Phone number	

A10. Who is responsible for PR in your organisation? Specifically, do you have someone who is responsible for handling communications and public relations for fundraising matters? Who should press enquiries be directed to?	
Name	
Job title	
email address	
Phone number	
If this responsible person is unavailable (holiday / sick), who will be responsible for PR contact? It is **essential** that an appropriate stand-in is nominated, otherwise essential communications may have to be routed via the Director of Fundraising and / or the Chief Executive	
Name	
Job title	
email address	
Phone number	

A11. Who in your organisation would like to receive the PFRA Online Progress Report? This report details all the activities and projects the PFRA is engaged in. Please list as many names as you wish.	
Name(s)	
email address(es)	

Transparency

We ask all members to be as transparent as possible about their fundraising activity. Answering these questions will help the PFRA build a better picture of fundraising activity, but does not form part of the accreditation process. However, we appreciate this is highly sensitive commercial information; therefore the answers to the following questions will only be viewed by PFRA secretariat.

A12. How long has your organisation been engaged in face-to-face fundraising? In months & years. Please indicate if you only advise on these activities rather than undertaking them yourself.

Street Fundraising? Give advice only ☐

Door to Door Fundraising? Give advice only ☐

A13. Is your organisation part of a larger parent group? Yes ☐ No ☐

Please give the name of your parent group.

Please give the name of the other organisations within the group.

A14. Do you have any subsidiary organisations? Yes ☐ No ☐

Please give their names and if possible explain your relationship.

This information will be kept completely confidential by PFRA secretariat – it will not even be shared with the PFRA Executive Board or the assessors of this accreditation form.

A15. Do you use sub-contractors for any part of your face-to-face activity? Yes ☐ No ☐

Please give their names and if possible explain your relationship.

It is useful for the PFRA to know if any part of fundraising activity is not directly carried out by PFRA members, so that enquiries or complaints can be directed to the relevant organisation. Any information provided will be treated as entirely confidential knowledge for PFRA secretariat only.

A16. What other types of fundraising (payroll giving, telemarketing etc) does your organisation (including all sister organisations) engage in? This information will be kept completely confidential by PFRA secretariat – it will not even be shared with the PFRA Executive Board or the assessors of this accreditation form.

Face-to-face – Street	Yes ☐ Never ☐ Not any more ☐
Face-to-face – Door (One Step)	Yes ☐ Never ☐ Not any more ☐
Face-to-face – Door (Two Step)	Yes ☐ Never ☐ Not any more ☐
Prospecting / Campaigning / Two-step Recruitment	Yes ☐ Never ☐ Not any more ☐
Direct Mail	Yes ☐ Never ☐ Not any more ☐
Telephone Fundraising	Yes ☐ Never ☐ Not any more ☐
Legacy	Yes ☐ Never ☐ Not any more ☐
Events	Yes ☐ Never ☐ Not any more ☐
Corporate	Yes ☐ Never ☐ Not any more ☐
Major Gift	Yes ☐ Never ☐ Not any more ☐
Other (please specify	Yes ☐ Never ☐ Not any more ☐

A17. How many face-to-face fundraisers does your organisation employ?

This figure will be treated as entirely confidential and will only be used as part of an aggregate figure indicating the size of the sector overall.

A18. In which regions do you conduct face-to-face fundraising? For reference as to the boundaries of **English Regions**, visit this link: http://www.statistics.gov.uk/geography/downloads/uk_gor_cty.pdf

For reference as to the boundaries of **Scottish Regions**, visit this link: http://www.british-towns.net/scotland.asp

If possible please give an idea of the percentage of your activity that takes place in each region. Again these details will be confidential information for PFRA secretariat only.

London	Yes ☐ No ☐ Planning to ☐	%
South East	Yes ☐ No ☐ Planning to ☐	%
South West	Yes ☐ No ☐ Planning to ☐	%
East England	Yes ☐ No ☐ Planning to ☐	%
East Midlands	Yes ☐ No ☐ Planning to ☐	%
West Midlands	Yes ☐ No ☐ Planning to ☐	%
Yorkshire & Humber	Yes ☐ No ☐ Planning to ☐	%
North West	Yes ☐ No ☐ Planning to ☐	%
North East	Yes ☐ No ☐ Planning to ☐	%
Central Belt of Scotland	Yes ☐ No ☐ Planning to ☐	%
North Scotland	Yes ☐ No ☐ Planning to ☐	%
South Scotland	Yes ☐ No ☐ Planning to ☐	%
Wales	Yes ☐ No ☐ Planning to ☐	%
Northern Ireland	Yes ☐ No ☐ Planning to ☐	%
Outside UK	Yes ☐ No ☐ Planning to ☐	%

Part B: Accreditation Questions

1. Contract

Do you have the appropriate contracts under both charity and commercial law?
As this is required by law, you **must** have a contract between your organisation and any charities you are working for. These requirements are established in legislative controls on fundraising activity in Part 11, Charities Act 1992, as amended by the 2006 Charities Act, and The Charitable Institutions (Fund-Raising) regulations 1994.

Whether required by law (or if you are working with a not for profit organisation) it is both good practice and a source of security to all parties concerned that detailed written agreements **should** always be established between all parties. Best practice would be for this contract to also be compliant with the Institute of Fundraising Code of Best Practice for Fundraising Contracts which is accessible via this link: http://www.institute-of-fundraising.org.uk/Resources/Institute%20of%20Fundraising/Codes/Best%20Practice%20for%20Fundraising%20Code%20and%20Model%20Contract.pdf.

1.1 Please confirm you have a written contract with your clients. If you have answered 'No' please explain why not. Failure to give an adequate answer to this question may mean your organisation cannot be accredited.	YES☐ NO☐
1.2 Is this contract compliant with the Institute of Fundraising Code for Best Practice for Fundraising Contracts?	YES☐ NO☐
1.3 Do you have an agreed procedure for processing Direct Debit / Standing Order forms included in the contract?	YES☐ NO☐
Please give details of the procedure. Taking into account the legal "cooling off" period (10 working days, subject to negotiations with donor) the PFRA recommends that direct debit and standing order forms **ought** to be processed as quickly as possible (processed refers to collecting the first payment).	
1.4 Do you have adequate Public Liability Insurance? If "Yes" please level of cover, in £millions. All PFRA PFO members and in-house teams **must** have public liability insurance or, where this is not a legal requirement **ought** to have suitable indemnity insurance. The PFO may be asked to show proof of such policies. The PFRA recommends that members **should** take out insurance to the value of at least £3,000,000.	YES☐ NO ☐
If you answered "No" to the above question, how do you indemnify your client? Failure to give an adequate answer to this question may mean your organisation cannot be accredited.	
1.5 Do you have a contractual requirement that your clients are members of the PFRA at all times throughout their active fundraising with you?	YES☐ NO ☐

If you answered “No” to the above question, how do you otherwise actively encourage your clients to become members of the PFRA (please complete full details here)?

Please note that both the IoF Code and the Charity Commission actively encourage engagement with the PFRA. It is the duty of Provider / Consultant members to make every effort to encourage User members to fully engage, and a membership requirement to provide documentary evidence upon demand that appropriate efforts have been made. Failure to encourage engagement or to provide evidence of having done so upon request may result in financial penalties.

Do you intend to sub-contract *any* of the functions associated with Providers - including but not limited to; fundraising, site access or staff recruitment – to a third-party?

If contracting out to a Limited Company or Limited Liability Partnership please provide the following information for each sub-contractor –

Main Contact
Tel:
Email:
Secondary Contact
Tel:
Email:
Company Name:
Companies House Registration Number
Address
Nominated tasks
Written confirmation from the charitable client on behalf of whom the sub-contractor is expected to work that they understand that named sub-contractor will be fulfilling the nominated tasks (as above)

If sub-contracting to a self-employed person, please provide the following information for each sub-contractor –

Main Contact
Tel:
Email:
Secondary Contact
Tel:
Email:
UTR
Address
Nominated tasks
Written confirmation from the charitable client on behalf of whom the sub-contractor is expected to work that they understand that named sub-contractor will be fulfilling the nominated tasks (as above)

If the sub-contractor is not a member of the PFRA, please explain how you intend to monitor and ensure compliance with the IoF Code of Practice.

In the course of its mystery shopping / quality control activities, the PFRA may encounter and wish to assess your sub-contractor’s compliance with the Code of Practice. This WILL take place unless you specifically indicate you withold your consent. Do you consent to the PFRA assessing the activities of any of your sub-contractors YES / NO? If “NO” please give reasons.

2. Training

2.1 Are your clients involved in fundraiser training?	YES☐ NO ☐
Please give details: All PFO members **ought** to invite and encourage their clients to participate in initial training prior to any member of staff starting to fundraise for them. Participation can include signing off an agreed training pack. If the client is unable to participate in any training the PFO **should** be able to show proof that they have invited and encouraged client participation in training. The PFRA considers it to be best practice that the PFO **should** regularly inform clients when new fundraisers are starting and / or when new or refresher training is happening and invite clients to attend. PFOs **ought** to disseminate any relevant information the client wishes fundraisers to receive. The PFOs **should** make every reasonable effort to disseminate this new information to fundraisers promptly. PFOs **should** facilitate any reasonable request from the client to attend basic training, or to review materials used in basic training.	
2.2 Are clients involved in training updates on their charity? The PFRA advises that Users **should** attend fundraiser training days before a campaign starts and then as often as possible thereafter as this will be of benefit to all parties. Updates are particularly advisable before starting a new face to face fundraising campaign, on an annual basis and when any major changes occur i.e. re-branding.	YES☐ NO ☐
2.3 What information do you ask for about each charity? Leaflets☐ Newsletters☐ Annual Report☐ Annual Review☐ Campaign flyers☐ Other? Please give details	
2.4 What determines the regularity of training updates? The PFRA requires that all fundraisers **ought** to receive relevant training updates – to be kept up to date with changing guidelines or procedures; to be informed about the client and any relevant new information. Refresher training **should** include both basic and initial training; however PFOs **ought** to undertake to deal with field enquiries as they occur. Ideally fundraisers **should** have access to a nominated training officer if they wish to seek additional information. PFOs **ought** to effectively communicate changes in any legal requirements such as Gift Aid to their staff. PFOs **should** make reasonable updates to clients and are encouraged to update teams promptly.	
2.5 Do you train your fundraisers on the Institute of Fundraising Code of Practice for Face-to-Face Activity (accessible via this link : http://www.institute-of-fundraising.org.uk/Resources/Institute%20of%20Fundraising/Codes/Face-to-Face%20Activity%20October%202008.pdf)? Please give details of the training.	YES☐ NO ☐

2.6 How are your fundraisers instructed to respond if offered cash? PFRA expects that this **ought** to be covered in basic training, and may wish to visit a training session or see your handbook. In order to collect cash, the fundraisers **must** have a local authority license. To collect cash without a licence is against the law. Any cash left by the public **should** be given to the police as lost/found property. Remember to keep the receipt and pass it on to the charity in question so that they are able to claim the money if it remains unclaimed.	
2.7 Do you make fundraisers aware of and ensure that they understand the relevant legal requirements of the 1992 Charities Act, as amended by the Charities Act 2006 (accessible via this link : http://www.cabinetoffice.gov.uk/media/110668/amended%20guidance%20final.pdf)?	YES☐ NO ☐
Please give details: If you answered 'no' to this question it may mean your organisation cannot be accredited. PFOs are legally responsible to ensure that: • Fundraisers **must** understand and give a correct solicitation statement ("Disclosure"), either verbally or by drawing the donor's attention to it on the form. The PFRA expects that this **ought** to be covered in basic training, and may wish to visit a training session or see your handbook. PFOs **should** ensure that fundraisers have understood their training by asking each fundraiser questions or asking them 'what if scenarios'. This will help to check that important messages have been understood and are considered evidence of best practice.	
2.8 Do you train fundraisers on the Gift Aid Scheme and when it should be offered?	YES☐ NO ☐
Please give details. PFRA requires that PFO members **ought** to ensure that all fundraisers understand what Gift Aid is through basic training. Gift Aid allows a charity to reclaim basic rate income tax against the value of a donation from HMRC. Currently this means that any donation can be worth up to an extra 28% to the charity. PFOs **ought** to be aware of, and **ought** to be utilising the fact that donors can make regular payments to UK charities under Gift Aid simply by giving a declaration. The charity **should** normally provide a declaration for the donor to complete. The declaration requires the donor to confirm that they pay an amount of income tax or capital gains tax at least equal to the tax the charity claims on their donations. HMRC has compiled extensive guidance notes on the subject of Gift Aid. PFOs **ought** to ensure the training covers issues such as when Gift Aid cannot be offered (for instance if the client is not a charity), any changes in the Gift Aid Scheme and **ought** to be aware of the effects on a supporter who must pay the higher tax rate. (Further information is accessible via this link : http://www.hmrc.gov.uk/charities/gift_aid/basics.htm)	

2.9 Are fundraisers clear on what are, and are not, appropriate fundraising techniques? PFOs **ought** to ensure that basic training covers the Code of Practice and other related guidance on good street conduct such as: • Importance of individual body language • Importance of language • Fundraisers are prohibited from signing up with any other organisation that is soliciting for committed gifts on the street or on private sites during working hours. If members of another recruitment team approach them and would like to recruit them to the organisation they are representing, they **ought** to decline. In this event, they **ought to** make this known to their Team Leader or Street Manager. • Fundraisers **ought** to always carry and abide by the abridged Code of Practice or other such documents as specified by the PFRA (accessible via this link : http://www.pfra.org.uk/copy-code-of-practice.htm).	YES☐ NO ☐ YES☐ NO ☐ YES☐ NO ☐ YES☐ NO ☐
2.10 Do fundraisers undertake never to deliberately confuse or mislead the public? This relates to point 9 of the abridged Code of Practice. The PFRA requires that PFOs **ought** to give an accurate representation of their client based on the information provided by the client. Fundraisers **ought** never to exceed or embellish the approved information with which they have been provided	YES☐ NO ☐
2.11 Any other information you would like to give us on your training?	

3. Campaign Management
3a) Street

3.1 How many people do you have engaged in site management?	
3.2 Do you ensure they have access to the most up to date PFRA site agreements and information? How?	YES☐ NO ☐
3.3 Is this person / are these people, the same as the named contact to receive Sites & Access Reports at q. A5 above? If not, why not? How are revisions to SARs communicated effectively?	YES☐ NO ☐
3.4 Do you discuss site management with clients? How? Do you discuss hotspots? Areas to avoid? Relationship with local groups?	YES☐ NO ☐

3b) Doorstep

3.4 How do you engage with people on the doorstep? One-Step? ☐ (single visit to make ask) Two-Step? ☐ (first visit is just to arrange an appointment)	
3.5 Do you apply for house-to-house licenses under the 1939 Act or do you operate under a National Exemption Order (further information is accessible via this link : http://www.cabinetoffice.gov.uk/third_sector/law_and_regulation/fundraising_and_collections.aspx)?	YES ☐ NO ☐ N/A NEO applies ☐

4. On the Street
(Please go on to section 5 if you only engage in door-to-door fundraising)

4.1 Do fundraisers stress the long-term nature of donations?	YES ☐ NO ☐
Please give details. The PFRA requires that all PFOs **ought** to train their fundraisers to be explicit about the on-going nature of the commitment undertaken by supporters. The long-term nature of the gift **ought** to be emphasised to staff in training and so to potential supporters during propositions / interactions. Fundraisers **should** never suggest, or allow a potential supporter to believe, that on-going donations may be cancelled after a short-term relationship "on a whim". However, this does not mean that the fundraiser should not address a genuine question about the mechanism for cancelling a Standing Order or Direct Debit, about which the Fundraiser **ought** to be fully briefed.	
4.2 Are Standing Order / Direct Debit forms kept secure at all times?	YES ☐ NO ☐
Please give details. The PFRA requires that PFOs **ought** to train and ensure that their fundraisers understand the Data Protection Act and security issues around bank details. The PFRA requires that the PFO **ought** to have an agreed procedure in place on how the forms are dealt with, ensuring that at no time are completed forms left unattended. Further information regarding your basic data security obligations may be accessed via this link : http://www.ico.gov.uk/upload/documents/library/data_protection/practical_application/security%20v%201.0_plain_english_website_version1.pdf	
4.3 Do fundraisers promote Gift Aid at the point of sign-up?	YES☐ NO ☐
Please give details. PFOs **ought** to always communicate the benefits of Gift Aid to the charity. This **should** be re-enforced in training sessions and **should** be checked by mystery shopping	

4.4 Are fundraisers clearly 'branded' as both charity and PFO? Fundraisers **ought** to be immediately recognisable by the public and as such you may wish to consider some of the following practice: • Visibly being branded as a charity or not for profit at a distance • Visible branded photo id badges, which clearly show the direct employer logo & name (this may be a PFO or an in-house team), which is visible at all times when a fundraiser is talking to a member of the public. If the direct employer is a PFO they may wish to have the charity branding on as well. • The minimum standard is that Direct Debits or Standing Orders forms **ought** state a charity phone number. • However we strongly recommend that the both the PFO and charity basic contact details **should** be given for complaints or requests for further information. Where PFO details are not given, this can only be with the consent of the client and it is incumbent on the PFO to inform their client of their obligations.	YES☐ NO☐
4.5 Are fundraisers aware that they must terminate conversations immediately on request? Please give details. This **ought** to be part of basic training before a fundraiser is allowed onto the street. This **ought** to be happening without exception and you need to state how this is covered in training. The PFRA may wish to attend training sessions and see how fundraisers are trained.	YES☐ NO☐
4.6 At the point of sign-up, are potential donors given contact details where they can confirm the identity of the fundraiser; get more information on the charity, or make a complaint? The PFRA recommends that PFOs **ought** to give information at point of sign up that contains a telephone number at the charity where verification can be made. The PFRA also recommends that Users **ought** to have one point of contact to deal with members of the public.	YES☐ NO☐
If "yes", what is the position of the dedicated contact person?	
4.7 Do fundraisers always carry a copy of the abridged Code of Practice? The PFRA recommends all fundraisers **ought** to carry a copy of the Code. Further information can be accessed via this link : http://www.pfra.org.uk/copy-code-of-practice.htm	YES☐ NO☐
4.8 Are your fundraisers monitored to ensure compliance with the Code of Practice?	YES☐ NO☐

Please give details. The PFRA expects and requires that the PFO **ought** to maintain and monitor their fundraisers regularly to ensure appropriate techniques learnt in training are being used - methods may include mystery shopping, donor call back or mailing. The PFO **ought** to remedy immediately any shortfall in technique in its fundraisers. Please advise the PFRA of your preferred method. The PFRA will also monitor street activity and **should** be kept updated on complaints received by PFOs and charities, which may lead to further investigation.

4.9 Do your team leaders carry copies of the relevant site agreements? These are available from Paul MacMillan-Gutierrez at paul@pfra.org.uk	YES☐ NO☐
If "No", how do you ensure fundraisers are positioned correctly and do not exceed the maximum number of fundraisers?	
4.10 Where there is no specific site agreement in place, what is the maximum number of fundraisers in your teams? It is mandatory that all PFOs **ought** to follow any PFRA guidelines on this matter – current best practice is that no team should ever exceed **6** (six) working Fundraisers (non-working Team Leaders excluded); PFOs are also urged to follow best practice and **should** look at the site and see what team size is suitable. We ask that all PFRA members are aware that it is not good practice for more than one fundraiser to engage with a member of the public at the same time!	

5. Door-to-Door
(Please go on to section 6 if you only engage in street fundraising)

5.1 Do fundraisers stress the long-term nature of donations?	YES ☐ NO ☐
Please give details. The PFRA requires that all PFOs **ought** to train their fundraisers to be explicit about the on-going nature of the commitment undertaken by supporters. The long-term nature of the gift **ought** to be emphasised to staff in training and so to potential supporters during propositions / interactions. Fundraisers **ought** never to suggest, or allow a potential supporter to believe, that on-going donations may be cancelled after a short-term relationship "on a whim". However, this does not mean that the Fundraiser would not address a genuine question about the mechanism for cancelling a standing order or Direct Debit, about which the Fundraiser **ought** to be fully briefed.	
5.2 Are Standing Order / Direct Debit forms kept secure at all times?	YES ☐ NO ☐

<table>
<tr><td colspan="2">Please give details.
The PFRA requires that PFOs ought to train and ensure that their fundraisers understand the Data Protection Act and security issues around bank details.
The PFRA require that the PFO ought to have an agreed procedure in place on how the forms are dealt with, ensuring that at no time are completed forms left unattended.
Further information regarding your basic data security obligations may be accessed via this link :
http://www.ico.gov.uk/upload/documents/library/data_protection/practical_application/security%20v%201.0_plain_english_website_version1.pdf</td></tr>
<tr><td>5.3 Do fundraisers promote Gift Aid at the point of sign-up?</td><td>YES☐ NO ☐</td></tr>
<tr><td colspan="2">Please give details.
PFO’s ought to always communicate the benefits of Gift Aid to the charity. This should be re-enforced in training sessions and should be checked by phoning or writing to new donors.</td></tr>
<tr><td>5.4 Are fundraisers clearly ‘branded’ as both charity and PFO?
Fundraisers ought to be immediately recognisable by the public and as such you may wish to consider some of the following practice:
• Visibly being branded as a charity or not for profit at a distance
• Visible branded photo id badges, which clearly show the direct employer logo & name (this may be a PFO or an In-house team), which is visible at all times when a fundraiser is talking to a member of the public. If the direct employer is a PFO they may wish to have the charity branding on as well.
• The minimum standard is that Direct Debits or Standing Orders forms ought to state a charity phone number.
• However we strongly recommend that for both the PFO and charity basic contact details should be given for complaints or requests for further information. Where PFO details are not given this can only be with the consent of the client and it is incumbent on the PFO to inform their client of their obligations.</td><td>YES☐ NO☐</td></tr>
<tr><td>5.5 Are fundraisers aware that they must terminate conversations immediately on request? This ought to be part of basic training before a fundraiser is allowed into the field. This ought to be happening without exception and you need to state how this is covered in training.
The PFRA may wish to attend training sessions and see how fundraisers are trained.</td><td>YES☐ NO☐</td></tr>
<tr><td>5.6 At the point of sign-up, are potential donors given contact details where they can confirm the identity of the fundraiser; get more information on the charity, or make a complaint? The PFRA recommends that PFOs ought to give information at point of sign up that contains a telephone number at the charity where verification can be made. The PFRA also recommends that Users have one point of contact to deal with members of the public.</td><td>YES☐ NO☐</td></tr>
<tr><td colspan="2">If “yes”, what is the position of the dedicated contact person?</td></tr>
</table>

5.7 Do your fundraisers always carry a copy of the abridged Code of Practice? The PFRA recommends all recruiters **ought** to carry a copy of the code. Further information can be accessed via this link : http://www.pfra.org.uk/copy-code-of-practice.htm	YES☐ NO☐
5.8 Are your fundraisers monitored to ensure compliance with the Code of Practice?	YES☐ NO☐
Please give details The PFRA expects and requires that the PFO **ought** to maintain and monitor their fundraisers regularly to ensure appropriate techniques learnt in training are being used - methods may include donor call back or mailing. The PFO **ought** to remedy immediately any shortfall in technique in its fundraisers. Please advise the PFRA of your preferred method. The PFRA will also monitor activity and **should** be kept updated on complaints received by PFOs and charities, which may lead to further investigation. The PFRA **should** be kept updated on complaints received by PFOs and charities, which may lead to further investigation.	

6. Disclosure (street and doorstep)

6.1 Do your fundraisers make the appropriate disclosure if they are working on behalf of a charity/nfp or as an in-house team? • All PFRA members **must** abide by the Charities Act 1992 (as amended by the Charities Act 2006), and in particular the most recent guidance received by the PFRA which is available here - http://www.cabinetoffice.gov.uk/media/110668/amended%20guidance%20final.pdf Not-for-profit organisations which are not registered charities **should** also follow these guidelines.	YES☐ NO☐
How is this given? When? Failure to give an adequate answer to this question may mean your organisation cannot be accredited.	

7. Complaints

7.1 Are you a member of the Fundraising Standards Board? All PFRA members **ought** to be members of the FRSB. If you are a member please go straight to section 8.	YES☐ NO☐
7.2 Do you have a complaints procedure? All PFRA members **ought** to have a clear and transparent complaints policy which fundraisers can explain on the street or the doorstep to a member of the public. Copies of the complaint procedure may be required as proof or evidence of fundraisers' training.	YES☐ NO☐
7.3 Do you log and investigate complaints?	YES☐ NO☐

7.4 Do you communicate complaints to your client?	YES☐ NO☐
What is the procedure? The PFRA expects complaints **should** be reported to the client within 48 hours and an agreed internal procedure between client and PFO **should** be in place on how complaints are dealt with.	
7.5 Is it made clear whom a member of the public should complain to?	YES☐ NO☐
What is the procedure? The PFRA expects that each and every fundraiser **ought** to understand their employer's complaints procedure and is able to immediately give a member of the public information on who to complain to at the charity, the agency or the PFRA.	

8. Additional Information

Please include any additional information you feel may affect your accreditation with the PFRA

When you have completed the form, please return by email to:

nick@pfra.org.uk