



**User (Charity/Not-For-Profit) working with a
Professional Fundraising Organisation**

Self-Certification Questionnaire
Application Form

Version 6

May 2005

OBJECTIVES The purpose of the PFRA is to promote quality, integrity, and transparency in public fundraising by personal solicitation.

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 (or not-for-profit) organisation accurately, in an engaging, positive manner – without nuisance, intimidation or dishonesty.

Integrity

Providing fundraising interactions which reflect the impartial 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.

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 be recognised as a credible regulatory body.

INSTRUCTIONS

Please complete this questionnaire electronically and return by email. This will speed up your accreditation process and make re-accreditation easier in 2 years time.

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.

In this Accreditation 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 of the PFRA and 'should' indicates a course of action that is recommended as best practice.

Marking: Each question is assigned a possible number of marks, which are indicated in the bottom left hand corner, and give an indication of the importance of each question and the level of detail required.

Some questions are for our information only and so are not assigned marks. Answering these questions will not affect your accreditation.

All responses will remain confidential. Please complete all sections of this document. If one section is not relevant to your organisation, please explain why.

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

If you have any further questions about this form, please contact the PFRA director, who will be able to give you advice.

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

director@pfra.org.uk

Part A

There are no 'marks' for this section and details are for information only.

ORGANISATION DETAILS

Organisation name:	
PFRA Membership No.	
Registered Charity/Business No:	
Address	
Website address	

Your name	
Your job title	
Your telephone number	
Your email Address	

Date completed	
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Administration

A1. Are you responsible for face-to-face fundraising in your organisation? <i>We recommend that this form is completed by the most senior person in your organisation with direct responsibility for face-to-face fundraising.</i>		YES <input type="checkbox"/> NO <input type="checkbox"/>
If you answered "No", please give details of the person responsible for face-to-face		
Name		
Job Title		
email address		
Phone number		

A2. Are you responsible for making bids to the PFRA for fundraising sites?		YES <input type="checkbox"/> NO <input type="checkbox"/>
If "No", please give details of the person responsible for bids in LSM / MapIT. Please give the names of both people if the responsibility is shared. If you are unsure about LSM or MapIT please contact the PFRA Allocations Officer via paul@pfra.org.uk		
Name		
Job Title		
email address		
Phone number		
If this responsible person is unavailable (holiday / sick), who will be responsible for bidding?		
Name		
Job Title		
email address		
Phone number		

A3. Who should invoices be addressed to in your organisation? (levy returns / membership)	
Name	
Job Title	
Address	
email address	
Phone number	

A4. Who is responsible for PR surrounding face-to-face in your organisation? (Who should press enquiries about fundraising be directed to?)	
Name	
Job Title	
email address	

Phone number	
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A5. Is there anyone else in your organisation you might wish us to contact? [For example is there anyone else in your organisation who might want to receive copies of the PFRA online progress report each month?](#)

Name	
Job Title	
email address	
Phone number	

Transparency

We ask all members to be as transparent as possible about their fundraising activity.

A6. How long has your organisation been using face-to-face fundraising? And which Professional Fundraising Organisation do you use? [If you operate an In-house team you should be completing the 'In-House Accreditation Form'. Please contact the PFRA Office to ask for the correct form.](#)

Street Fundraising? Months	Years &		PFO
Door-to-Door?	Years &	Months	PFO

A7. What other types of fundraising does your organisation use?

Cash Collections – Street	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Cash Collections – Door-to-door	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Direct Mail	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Telephone Fundraising	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
DRTV	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Legacy	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Events	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Corporate	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Major Gift	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Poster Campaigns	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Adverts in newspapers / magazines	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Inserts in magazines	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>
Other (please specify)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not any more <input type="checkbox"/>

A8. Do you feel that your other staff and supporters aware of your use of F2F and its benefits to the charity? [The PFRA often has difficulty in finding spokespeople able to defend or explain face-to-face fundraising to the media. Also, members often complain that nobody outside of](#)

the fundraising department understands the value of face-to-face.

We are interested to find out how face-to-face fundraising is regarded across your organisation. Does your CEO, Chair or Head of Fundraising know about Face-to-Face? Are they able to comment on... How effective f2f is for the charity? How much it costs? How many donors it recruits for the charity? The PFRA and how f2f is regulated? The essential facts and figures circulated by the PFRA? (please give as much information as possible)

A9. Where can donors and members of the public find out about your donor recruitment figures or income from face-to-face?

Annual Reports? Yes No

Website? Yes No

Other documents? (Please give details)

This information is not available to donors and the public. Yes No

About Your Charity

A10. Please tell us a little about your charity. What is its objective? What does it do? How many people /animals /etc does it work with? [You can attach/post a copy of your annual report instead of answering this question.](#)

A11. Where is your charity active? Where does it run projects or have buildings or centres or local groups? [We are primarily interested in projects in the UK, to mention in negotiations with Local Authorities. \(The regions below relate to the bidding regions in MapIT.\)](#) If you have a document detailing your local projects, you can attach it instead.

London	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
South East	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
South West	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
East England	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
East Midlands	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
West Midlands	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
Yorkshire & Humber	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
East Scotland	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
West Scotland	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
Wales	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
Northern Ireland	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>
Telephone helpline	Project <input type="checkbox"/>	Building / Centre <input type="checkbox"/>	Local Group <input type="checkbox"/>	Other <input type="checkbox"/>

Outside UK only.	Project <input type="checkbox"/> Building / Centre <input type="checkbox"/> Local Group <input type="checkbox"/> Other
A12. Does your charity work with any Local Authorities? <i>If possible, please list which Local Authorities you supply services for, or accept money from.</i>	

Part B: Accreditation Questions

1. Contract

Do you have a legal contract in place that reflects the Charities Act 1992, Paragraph 2 Section 60?

If you are a registered charity you **must** by law have a contract between your organisation and the professional fundraising organisation who is raising funds in your name. This contract **ought** also to be compliant with the Institute of Fundraising Code of Best Practice for Contracts.

These requirements are established in legislative controls on fundraising activity in Part 11, Charities Act 1992, and The Charitable Institutions (Fund-Raising) regulations 1994

If you are 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.

		Office Use Only
1.1 Please confirm you have a written contract with your PFO(s). - for Street <input type="checkbox"/> , - for Door-to-Door <input type="checkbox"/>		mark /10
If you do not have a written contract, please explain why this is the case. <i>(Answering 'No' to question 1.1 may mean your organisation cannot be accredited, unless you are able to give a satisfactory explanation.)</i>		
1.2 Are these contract(s) compliant with the Institute Code?	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark /2
1.3 What does your contract give as an agreed procedure for processing Direct Debit and Standing Order Forms? <i>Taking into account the legal "cooling off" period (10 working days, subject to negotiations with donor) Direct Debit and standing order forms should be processed as quickly as possible (processed refers to collecting the first payment).</i>		
1.4 Does your PFO have adequate Public Liability Insurance? <i>Users ought to ensure their PFO has adequate public liability insurance, which will cover claims made regarding face-to-face fundraising. Users should also be aware that there may be reference to special circumstances in any legally binding contract they have signed up to.</i>	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark /2

2. How do you ensure your organisation is accurately represented?

2.1 How is your organisation involved in recruiter training?	mark/5
<p>Please give details: Users should participate in recruiter training where possible but recognises the financial limitations of smaller charities. The minimum input a user should have in recruiter training is to have a signed off and agreed training pack. This should include current approved materials regarding the organisation and its work, an abridged code of practise and any other information that will allow PFOs to better represent the User.</p>	
2.2 How often do you give training updates? Users should have recruiter training days before a campaign starts and then as often as possible as this will be of benefit to the User.	mark/2
2.3 What information do you give your PFO about your charity? Leaflets? newsletters? Annual Report? Annual Review? Campaign flyers? Other? (Please give as much information as possible).	mark/1
How often is it updated? Updates should be provided before starting a new face to face fundraising campaign, on an annual basis and when any major changes occur i.e. re-branding.	mark/2
2.4 Do you provide campaign updates?	YES <input type="checkbox"/> NO <input type="checkbox"/>
mark/2 How often?	
2.5 Do recruiters promote Gift Aid at the point of sign-up? Users should insist that Fundraisers always communicate the benefits of Gift Aid to the charity. This can be re-enforced in training sessions and can be checked by mystery shopping on the street, or by phoning new donors recruited at home. IF YOU NEED MORE INFORMATION ON THE GIFT AID SCHEME, PLEASE CONTACT YOUR PFO IN THE FIRST INSTANCE.	YES <input type="checkbox"/> NO <input type="checkbox"/> n/a <input type="checkbox"/> mark /2

3. Has your PFO undertaken to ensure the following?

3.1 Has your PFO trained their recruiters on the PFRA Code of Practice? It is a requirement of the PFRA that all members ought to do this, therefore the User ought to ensure this happens.	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark /10
3.2 Do you require the recruiters carry a copy of the code at all times? While it is the responsibility of the PFO to ensure all recruiters carry and understand the PFRA Abridged Code of Practice, as a member of the PFRA Users should ensure recruiters carry and understand the Code by mystery shopping or other quality control procedures.	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark /2

<p>3.3 Do recruiters undertake never to deliberately confuse or mislead the public? This relates to point 9 of the Code of Practice. Users ought to instruct recruiters of the necessity of accurately portraying the Charity they are representing. While this point will be stressed within training, Users should further re-enforce that point and can check by mystery shopping if fundraising on the street, or by calling back donors recruited on the doorstep. Users should ensure that the information supplied to recruiters is accurate and up to date</p>	<p>YES <input type="checkbox"/> NO <input type="checkbox"/></p>	<p>mark /2</p>
<p>3.4 Do you ensure recruiters stress the long term nature of the donation to the potential donor? The long-term nature of the donation is crucial information for possible donors. Although this should be communicated to recruiters in basic training, the PFRA recommends that this message be re-enforced to recruiters in any user training. This message can also be communicated in the initial communications sent by the User. Mystery shopping/other quality control procedures can be used to check the accuracy of the message.</p>	<p>YES <input type="checkbox"/> NO <input type="checkbox"/></p>	<p>mark /2</p>

3.5 How do you ensure that a solicitation statement is given before the point of sign-up?
All PFRA members must abide by the Charities Act 1992, and in particular the most recent interpretation of that received by the Association which is set out below, with regard to ‘disclosure’ of third-party payment in solicitation statements.

Users **must** be aware of the legal responsibility of recruiters to know and give a correct solicitation statement. This is a legal requirement for organisations working in partnership with PFOs.

The solicitation statement is crucial information for possible donors.

Users **ought** to work in conjunction with their PFO in writing the solicitation statement and deciding when it is verbalised to the potential donor.

The Charities Act (“the Act”) requires [s.60(1)]::

“(1) – Where a professional fundraiser solicits money or other property for the benefit of one or more particular charitable institutions, the solicitation shall be accompanied by a statement clearly indicating — the name or names of the institution or institutions concerned; if there is more than one institution concerned, the proportions in which the institutions are respectively to benefit; and (in general terms) the method by which the fundraiser’s remuneration in connection with the appeal is to be determined.”

It is incumbent upon each **individual fundraiser** to ensure such a statement is offered, and at a point prior to the donor signing a mandate. **It is a personal legal duty and failure to comply can result in prosecution and a fine.**

If the donor has not been made aware of information prior to signing the mandate, then it cannot be said that the statement has accompanied the solicitation. However the Act does not require a statement to be verbal. A written statement can be perfectly acceptable providing it is drawn to a donor’s specific attention prior to the mandate form finally being signed. How companies choose to offer the statement is for them to determine and in keeping with what the law demands. Of course, nothing prevents a verbal statement being offered in addition to any written one, but if neither is offered until after the solicitation has been successful, then again it cannot be said to have accompanied it.

The Charity Commission confirms that a statement needs to make it clear that the representative is working for a commercial company and that a fee is being paid by the respective charity for this service.”

Not For Profit Organisations **should** also follow these guidelines

How is the solicitation statement given? When? – or how & why is this not applicable to you? **Failure to give an adequate answer to this question may mean your organisation cannot be accredited.**

Mark/10

3.6 At the point of sign-up, are potential donors given contact details where they can confirm the identity of the recruiter; get more information on the charity, or make a complaint? **Users 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.**

YES
 NO

mark /5

If “yes”, what is the position of the dedicated contact person?

Any other information on your relationship with your PFO?

4. Campaign Management

4.1 Once in your possession, are Direct Debit forms secure at all times? All Users must know and understand the Data Protection Act and the security issues regarding bank details	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark /5
4.2 Does the information you keep on donors comply with data protection legislation? Please ask the responsible person in your organisation if you are unsure.	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark /2

4.3 When recruiting via more than one PFO, do you facilitate the sharing of campaign information? Users should share strategic information with PFOs regarding when and where face-to-face campaigns are taking place to avoid clashes/saturation in an area. However, some contracts with PFO's may forbid the sharing of information. If this is the case, please make it clear in your answer.	YES <input type="checkbox"/> NO <input type="checkbox"/> Not applicable <input type="checkbox"/> Not allowed by PFO contract <input type="checkbox"/>	mark /1
How is this done?		
4.4 When recruiting via doorstep and street, do you facilitate the sharing of campaign information?	YES <input type="checkbox"/> NO <input type="checkbox"/> Not applicable <input type="checkbox"/>	mark /2
How is this done? Users should share information regarding planned future fundraising to ensure that any opportunities for cross marketing can be used. What information is shared? Do you take steps to avoid clashes?		

4.5 Are you involved in site management at all?	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark /3
How? Do you discuss hotspots? Areas to avoid? Relationship with local groups?		
4.6 Does the responsible person named in Section A2 have a copy of the PFRA procedure for making bids for sites?	YES <input type="checkbox"/> NO <input type="checkbox"/>	
4.7 Do they have a list of the next deadlines for bids?	YES <input type="checkbox"/> NO <input type="checkbox"/>	
If the answer was "No" to question 4.6 or 4.7 please contact the PFRA Allocations Officer via paul@pfra.org.uk to obtain copies.		

5. Donor aftercare

<p>5.1 Do you have a strategy in place for contacting new donors? Users ought to contact new donors as soon as is practicable.</p> <p>Contact information including the Direct Debit guarantee and instructions on how the donor can cancel the gift must be sent within 14 days if it was not provided at the point of sign-up. Regarding direct debits, Users must ensure that the first donation date is no less than 10 working days from receipt of advanced notice, supplied by the direct debit originator.</p> <p>The PFRA recognises that some Users may vary in the time taken to collect the first payment but must abide by Law (taken from “The Originators Guide and Rules to the Direct Debit Scheme”).</p> <p>Regarding Standing Orders, there are no legal requirements as to a minimum “cooling off” period.</p>	<p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p>	<p>mark /5</p>
<p>What other information does the letter include?</p>		

<p>5.2 <u>Street</u>: If you do street fundraising do you undertake mystery shopping to ensure your organisation is not being misrepresented? Users should mystery shop their recruiters to ensure they are being accurately represented.</p> <p>The PFRA advises users to mystery shop recruiters when testing for a possible campaign and then again as often as possible, once the actual campaign has begun.</p>	<p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p> <p>n/a <input type="checkbox"/></p>	<p>mark /5</p>
<p>If “yes”, how often do you undertake mystery shopping?</p>		
<p>If “no”, what do you do instead to ensure your organisation is not being misrepresented?</p>		
<p>5.2 <u>Doorstep</u>: What steps do you take to ensure your organisation is not being misrepresented on the doorstep? Do you phone new donors? send a questionnaire? Please give details</p>		

<p>5.3 Where is a copy of your complaints procedure available from?</p> <p>All PFRA members ought to have a clear and transparent complaints policy which recruiters can explain on the street or the doorstep to a member of the public.</p> <p>Copies of the complaint procedure may be required as proof or evidence of recruiter training.</p> <p>This relates to point 7 of the Code of Practice</p> <p>The PFRA expects that each and every member ought to understand their organisation’s complaints procedure.</p> <p>This information should be readily available. Members ought to be able to immediately give a member of the public the name and job title of who to complain to at the charity, the agency or the PFRA.</p>

5.4 How quickly do you aim to respond to complaints ?		mark/3
5.5 Do you communicate complaints to your provider?	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark/3
What is the procedure? Complaints should be reported to the provider within 48 hours. An agreed internal complaint resolution procedure between client and PFO should also be in place outlining how complaints are dealt with.		
5.6 Does your PFO communicate complaints to you?	YES <input type="checkbox"/> NO <input type="checkbox"/>	mark/3
What is the procedure?		
5.7 Do you investigate complaints yourself or leave it to your PFO?		mark/3
How are they investigated?		
5.8 How do you respond?		mark/3
In writing? By email? Phone? Other? Do you have a time limit?		
5.9 Are the results of complaints fed back into training by your provider?		mark/3
How?		

6. 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:

director@pfra.org.uk