The role of the Fundraising Regulator: public awareness, trust and expectations

Report from the public consultation conducted by Light & Shade Research

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(FR) FUNDRAISING REGULATOR

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DEFINITIONS

Fundraiser: *a person who asks for money for a charity.*

Donor: *a person who has given money to a charity within the last 12 months.*

Non-donor: *a person who has not given money to a charity within the last 12 months.*

The Fundraising Regulator: *an independent body that regulates fundraising across the charitable sector. It works to ensure the public can trust fundraising, they protect donors from poor fundraising practices and it supports the work of fundraisers.*

It also ensures consistent fundraising standards across the UK.

Code of Fundraising Practice: *The Code of Fundraising Practice sets out the rules expected of fundraisers across the UK to make sure that they are fundraising appropriately.*

Fundraising Preference Service: *The Fundraising Preference Service is a web-based service that allows people to stop receiving emails, telephone calls, addressed post and/or text messages from a selected charity or charities that they no longer want to hear from.*

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EXECUTIVE SUMMARY

INTRODUCTION AND AIMS

In September 2018 the Fundraising Regulator began a consultation with the sector to seek its views on proposed changes to the Code of Fundraising Practice. The Fundraising Regulator also wanted to include the voice of the general public in this review. The Fundraising Regulator commissioned Light & Shade Research to conduct research with the general public. During scoping discussions we agreed that the consultation would seize the opportunity to seek the views of the public on a wider range of topics. The objectives of the research expanded on those of the sector consultation to include:

- the public's understanding and expectations of the Fundraising Regulator, its Fundraising Standards and the Fundraising Preference Service and how can these be developed to meet the public's expectations, and
- the impact of the Fundraising Regulator and the Fundraising Code of Practice on public trust in fundraising.

Light & Shade Research conducted two waves of exploratory qualitative research before running a quantitative study with a representative sample of the UK population.

- Qualitative research comprised 15 individual in-depth interviews followed by three focus groups.
    - These were conducted in November and December 2018
- Quantitative research comprised a survey of 2,115 UK adults.
    - This was conducted in January 2019

SUMMARY OF FINDINGS

The UK public is generous with charitable donations with over two-thirds of people having donated in the past year. Around 60% of people have made a one-off donation and a quarter have made a regular donation.

Fundraisers play a key role in facilitating charitable donations with a third of donors using them to give money to charity and this was more likely to have been in public than at home.

Although fundraisers were used to donate money to charity, the public has a number of concerns about them, ranging from finding them an inconvenience to feeling pressured or being made to feel guilty. Issues of privacy, such as having to divulge bank details in public and concerns about authenticity of fundraisers, are also common issues.

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The most commonly used route to discover information about charities and fundraising was via charities' own websites; the Fundraising Regulator was not typically used for this purpose.

The use of fundraisers to give money to charity happens despite there being a gap in trust, with only a third of the population trusting fundraisers and only half of those who donated via a fundraiser also saying that they trust them.

Trust in fundraisers correlates with donating behavior. People who trust fundraisers are more likely than those who do not trust them to donate money to charity by any means. This suggests that building trust in fundraisers could contribute to more giving.

Only a third of the public trusting fundraisers represents a challenge but it is one that the Fundraising Regulator appears well-placed to meet. Although only 7% of the population are aware of the Fundraising Regulator, when the public was informed about the regulator and the Code of Fundraising Practice there was widespread agreement that both were important, with 9 in 10 people saying this.

Not only are the Fundraising Regulator and the Code of Fundraising Practice considered important, awareness and knowledge of both has a big impact on trust in fundraisers.

After being told about both, more than 6 in 10 people report increased levels of trust and although increased awareness may not convince everyone, of those who were initially distrustful of fundraisers, two-fifths report higher levels of trust after hearing about the Fundraising Regulator and the code. Building awareness of the Fundraising Regulator and the Code of Fundraising Practice should therefore be considered.

The public also agrees that it is important that fundraisers display the Fundraising Regulator logo. It would appear that using charities and fundraisers to raise awareness of the Fundraising Regulator could succeed in improving trust and potentially donations.

Our qualitative research explored how effectively the code could be accessed by the public. In its current form, at the time the research was undertaken, the website and specifically the presentation of the code did not enable the public to easily access it. The issues were multiple but the key barriers to access were navigational and architectural, as well as the code not fitting public expectations in the way it was presented. The public wanted far less granularity of detail than is currently presented and they would prefer a bespoke resource that was definitively aimed at them rather than the current code which they felt was squarely aimed at the sector and those operating in it.

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1. INTRODUCTION AND BACKGROUND TO THE RESEARCH

The Fundraising Regulator was established in January 2016, following widespread public and media concern about how charities contact potential donors.

It is an independent, non-statutory body that regulates fundraising across the charitable sector in England, Wales and Northern Ireland. It also regulates fundraising in Scotland carried out by charities registered in England, Wales and Northern Ireland. It assumed responsibility for regulating fundraising from 7 July 2016 and has operated the Fundraising Preference Service since July 2017.

The Fundraising Regulator's remit is:

- setting and promoting the standards for fundraising (in the Code of Fundraising Practice and associated rulebooks) in consultation with the public, fundraising stakeholders and legislators;

- investigating complaints from the public about fundraising, where these cannot be resolved by the charities themselves;

- investigating fundraising that has caused significant public concern;

- enabling people to manage their contact with charities using the Fundraising Preference Service; and

- publishing a Fundraising Directory of all organisations who have registered with it to demonstrate their commitment to best practice fundraising.

THE CODE OF FUNDRAISING PRACTICE

The Code and the Rulebooks were formally transferred to the Fundraising Regulator at its launch in 2016. Recommendations on changes to the code are made by the Fundraising Regulator's standards committee in consultation with the public, fundraising stakeholders and legislators. Decisions to change the code are subject to approval by the Fundraising Regulator's board. The Fundraising Regulator has conducted four consultations on the Code since 2017.

In 2018 The Fundraising Regulator sought the views of the sector on proposed changes to the code and wanted to extend the consultation to a wider audience by engaging directly with the general public. The Fundraising Regulator commissioned Light & Shade Research, an independent research consultancy, to conduct this public consultation.

During the course of the planning process for the public consultation the scope of the research broadened to include the objectives described below.

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RESEARCH OBJECTIVES

The Fundraising Regulator requires an understanding of the general public's requirements from the Code of Fundraising Practice

What are the public's understanding and expectations of the Fundraising Standards and code?
- How do the public access advice / information and specifically information about charities / fundraising / charitable giving?
- Why (if at all) might the public seek information on charities / fundraising/ charitable giving?
- What are the public's awareness, understanding and expectation of – fundraising regulation, the Fundraising Regulator, fundraising standards, the Fundraising Preference Service.
- Gauge public understanding of the word "code" versus "standards" and "rules".
- Expectations regarding the purpose of fundraising standards (as defined in the code introduction)
- Under which circumstances the public would seek to engage with the standards.

How can the standards be developed to meet these expectations?
- Methods / Channels of engagement with the fundraising standards – testing sections of the Code against equivalent public guidance ("fundraising topics" webpage)
- Contents, ordering and navigation of the standards.
- Style, presentation, clarity and accessibility
- In particular the role of the Fundraising Regulator's website and how this should link to the Fundraising Code for members of the public
- The role of the website in facilitating this.
- Which other channels the public would expect to engage through.

What is the impact of the Code of Fundraising Practice on public trust in fundraising?
- Specifically, how can the Fundraising Regulator use the measure of public trust to engage stakeholders / charities / fundraisers in a way that augments the value of the code
- The research should provide a measure of trust that can act as a proof-point of the value of the code

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2. METHODOLOGY AND SAMPLING

To answer the objectives of the research, a mixed methodology was undertaken. This combined qualitative and quantitative research methods to deliver an iterative research plan as outlined below.

1

Recruit qualitative sample
Set pre-interview task
Stimulus material to introduce the code
To prepare participants for stage 2

2

Series of one-to-one in depth interviews
60 minutes each
Detailed feedback on specific elements of the code

3

Further post-interview tasks
Reflection on stage 2
Augment insight relating to objective 2
Prepare for group sessions and addressing expectations of the code

4

Reconvene whole sample to focus groups
Expectations and needs relating the code
Tap into the power of group dynamics
Debate and discuss

5

Qualitative analysis
Insight development
Use this to develop quantitative questionnaire

6

Quantitative survey
Representative and large sample
Focus on delivering objective 3 learning

7

Combined reporting of all stages
Face to face presentation to Fundraising Regulator
Written report for publication

METHODOLOGY AND SAMPLING: PHASE 1 - QUALITATIVE RESEARCH

During the initial element of the qualitative research 15 in-depth interviews were conducted with members of the public. Each interview lasted an hour and followed a topic guide that had been developed by Light & Shade Research in consultation with the Fundraising Regulator. Prior to the interviews each participant completed a short task to gauge spontaneous perceptions of fundraising regulation and to serve as an introduction to the Fundraising Regulator and the Code of Fundraising Practice.

Following the interviews, further qualitative research was conducted. This involved the same 15 members of the public who took part in three focus groups. As with the interview approach, each participant performed a task in advance of the group session. This included evaluating the proposed new introduction to the Code of Fundraising Practice and recording their experience searching for a specific standard covered by the Code of Fundraising Practice on the Fundraising Regulator website. The task was discussed in the group scenario alongside other topics that had been agreed with the Fundraising Regulator – language relating to the code and standards; the Fundraising Preference Service and their expectations of the Code of Fundraising Practice.

Copies of the topic guides and tasks are available in Appendix A.

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Participants were recruited to broad sampling criteria:

- Even male/female split
- Range of socio-economic groupings across BC1C2D
- Each location, and focus group, comprised a range of life stages:
    o Pre-family
    o Family
    o Empty nester
- Mix of attitudes and behaviours relating to current and past charitable donations
    o All were open to the possibility of giving to charity

Fieldwork took place in Newcastle, London and Cardiff in November and December 2018.

METHODOLOGY AND SAMPLING: PHASE 2 - QUANTITATIVE RESEARCH

Following the qualitative research the findings were analysed to inform the questionnaire used for quantitative measurement. The questionnaire was developed with the Fundraising Regulator and a copy is available in Appendix B.

Light & Shade Research used an online omnibus survey to administer the questionnaire. Omnibuses are regular surveys carried out which cover a representative sample of the population. The omnibus survey accessed a panel sample, upon which quotas were set to ensure they provided an output representative of the general population. The online method was important in showing on-screen definitions and information about the subject to enable participants to give an informed opinion.

The survey was completed in all regions of the UK with a total sample of 2,115 respondents. This included a specific boost to achieve a minimum of 100 responses in Northern Ireland (which would have otherwise been under-represented). The final data were weighted to represent the UK population.

REPORTING ON QUALITATIVE AND QUANTITATIVE INSIGHT

This report leads with quantitative insight with supporting qualitative insight where this is relevant, including verbatim quotations from research participants. Please note that the qualitative phase generated insight that was not quantified and the insight reported will be based on the qualitative phase only and therefore is not from a statistically representative sample. Insights such as these provide depth of understanding rather than hard measurement and the reporting of this will be discursive and conclusions will be indicative.

> Insights specific to the qualitative research will appear in an orange box.

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3. PUBLIC PERCEPTIONS AND BEHAVIOUR RELATING TO CHARITABLE GIVING

CHARITABLE GIVING

The UK public is generous with its charitable donations with 70% of the country having donated money to a charity within the last 12 months.   Overall, people were more than twice as likely to have made a one-off donation than a regular donation within the last year.

Fig. 1 UK Charitable giving in last 12 months
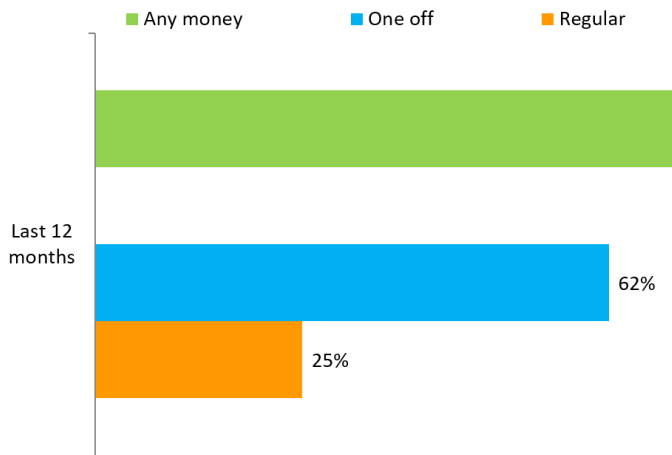
Q2/Q2a. Thinking about making donations, of time or money to charities. Which of the following, if any, have you done in the past 12 months and which longer ago? And which do you intend to do in the next 12 months? Base: All respondents (2115)   *caution, low base (105)

Fig. 2 Regional charitable giving in last 12 months
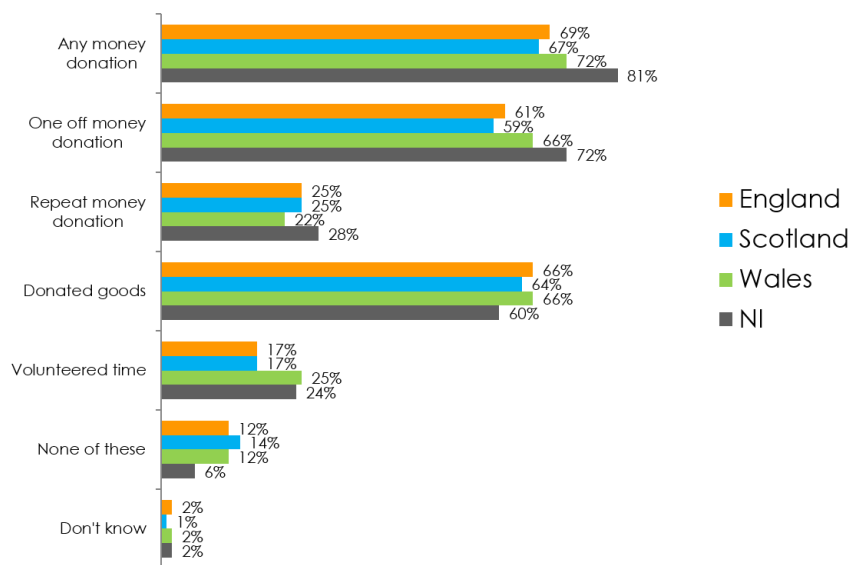
Q2; Thinking about making donations, of time or money to charities. Which of the following, if any, have you done in the past 12 months / Longer ago (Base; All. 2115)
Base: England (1749), Scotland (162), Wales (99), NI (105)

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Donating behavior was relatively consistent within the sample but there was a small upward trend according to age with 75% of over-65s giving compared to 67% of people aged 18-24. Additionally we found that public sector workers were more likely (76%) to have given money to charity than private sector workers (67%). The mean household income of a donor is £32,000 per annum which compares to £27,000 per annum for non-donors. People in Northern Ireland were most likely to have given money to charity, with 81% of this region having given money in last year.

Comparing the last 12 months to longer ago and to future intentions shows that one-off donations were much more volatile than regular donations. This could indicate issues with recall of one-off donations, meaning they can be less memorable, and also suggests that this type of giving may be spontaneous and unplanned for the future. This may point to one-off donations being given in response to appeals or fundraisers.

In the qualitative sessions participants frequently described making one-off donations in response to appeals, on-street collections and via sponsorship. They described using a variety of methods to make their donations including by text message in response to campaigns, with cash and online through sponsorship platforms.

The stability in regular donations through time reflects the ongoing nature of this method of giving.

Fig. 3 UK Charitable giving method
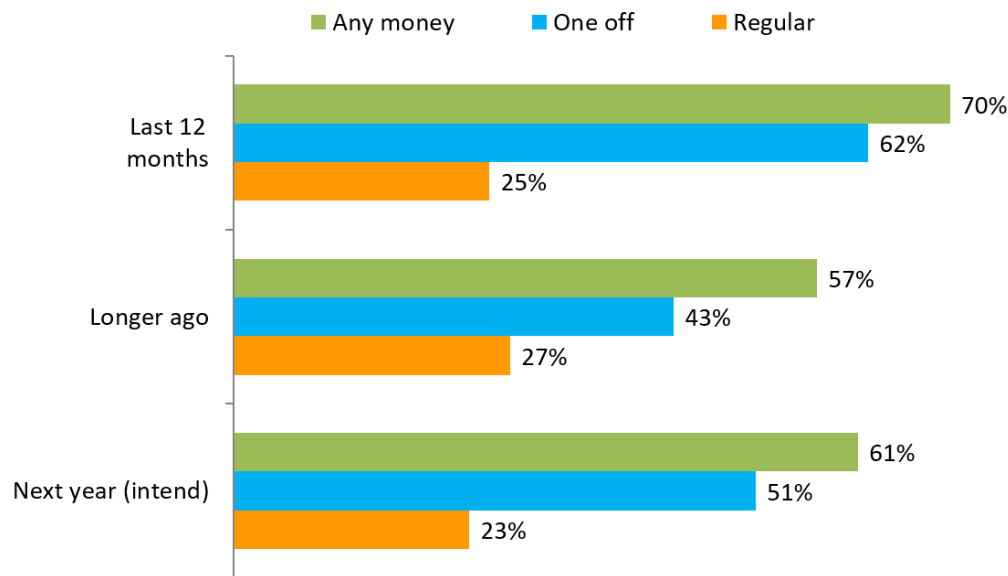
Q2/Q2a. Thinking about making donations, of time or money to charities. Which of the following, if any, have you done in the past 12 months and which longer ago? And which do you intend to do in the next 12 months? Base: All respondents (2115

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Donations of goods and time are also part of the giving landscape in the UK. Over the past year, goods and money donations were made by a similar number of people. Both financial and goods donations had gone up in the last year with donations of goods in particular increasing from 42% to 65%.

Fig. 4 UK Charitable giving: money, goods and time
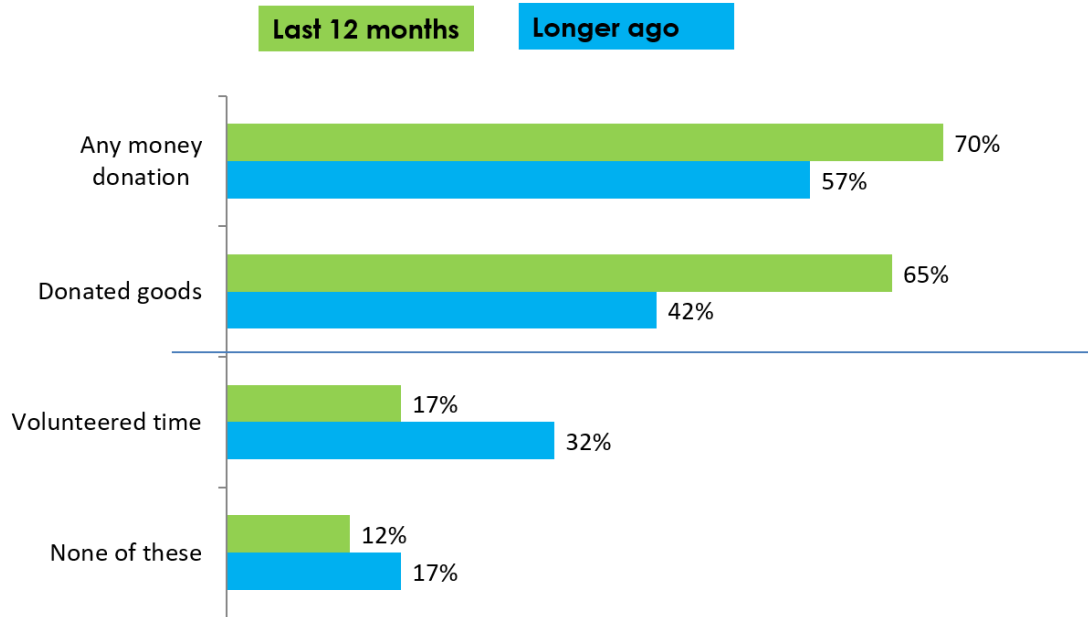
Q2/Q2a. Thinking about making donations, of time or money to charities. Which of the following, if any, have you done in the past 12 months and which longer ago? Base: All respondents (2115)

Our qualitative research featured anecdotal evidence of making donations of goods to charity shops and food banks within the last year. This may also explain the difference in historical versus recent donating of time. When discussing volunteering during the qualitative research, participants were able to recall examples of giving their time to a charity, even if this was some years in the past. This is possibly due to the greater sense of engagement these participants derived from volunteering time rather than making a one-off donation. We also know that when discussing volunteering the qualitative participants spoke about connecting with charities that were local and community-based, with high personal resonance, or both. Examples of giving time were most often attracting sponsorship for an activity on behalf of a charity, food and drink-related (such as baking or coffee mornings) and helping to organise events on behalf of charities.

> *"I like to see community things, everyone being involved…it's nice when people get involved in things."*

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4. PUBLIC BEHAVIOUR, PERCEPTIONS AND LEVELS OF TRUST RELATING TO CHARITY FUNDRAISING

The quantitative survey provided a baseline understanding of the level of trust in charity fundraising. It also measured the public's donating behaviour, which was used in the analysis of sub-groups of the population who are reported on within this research. The sub-groups are:

- Donors: people who have donated money to a charity within the last 12 months
- Non-donors: people who have not donated money to a charity within the last 12 months
- Those who trust fundraisers: people who stated that their trust in charity fundraisers was either 'fairly' or 'very high'
- Those who did not trust fundraisers: people who stated that their trust in charity fundraisers was either 'fairly' or 'very low'

PUBLIC GIVING VIA A FUNDRAISER: BEHAVIOUR AND PERCEPTIONS

One third of people who had given money in the last year did so via a fundraiser. In this group of donors, giving in a public place was much more common than giving on their own doorstep. However, the most prevalent method of giving was when people arranged the donation themselves, with over two-fifths having given in this way over the past year.

Fig. 5 Method of donation in last 12 months
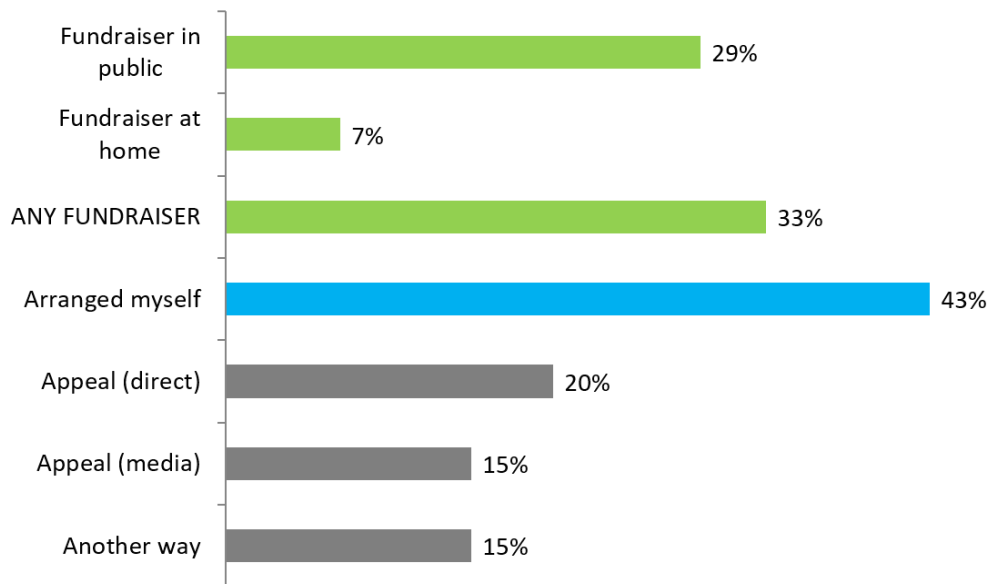
Q3. Base: You say that you have given money to a charity, in the past 12 months. Which of the following best describes the method through which you made that donation? All donating in that past 12 months (1467)

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The discussions during the qualitative stage uncovered a range of opinions on why people preferred to give in different ways. Of particular note, people who chose to arrange their own donations described several benefits to doing so:

- Personal choice and control:
    - o it can be done in people's own time, without feeling pressured in any way, and
    - o donors feel in control of the decision to give and the specific amount to donate.
- Flexibility:
    - o people can choose to make a regular gift, a one-off donation, or a combination;
    - o they can vary the amount; and
    - o they are able to change charities, add or remove charities from their giving portfolio.
- Reassurance:
    - o donors can undertake the requisite research into the charity to ensure charities are spending their donation in line with their intentions for it.

During the qualitative discussions the general consensus on charity fundraisers was more negative than positive. The views expressed were based on the participants' personal experiences which were predominantly with charity fundraisers on the street but did include door-to-door activity. In particular, they spoke of their concerns at being approached by fundraisers:

- Privacy:
    - o people expressed concerns about giving personal data to fundraisers in public, particularly sensitive information like bank details.
- Authenticity:
    - o a key concern among the public was whether and how they could ascertain the authenticity of a fundraiser. Again, without any specific examples, there was an undercurrent of distrust in fundraisers fueled by anecdotal evidence of fraudulent fundraising.
- Perceived ubiquity:
    - o people regularly entering town centres perceived fundraisers to be highly prevalent;
    - o this led some to believe that they could be difficult to avoid; and
    - o it could also be interpreted as an invasion of personal space.
- Inconvenience:
    - o avoiding fundraisers was at times difficult and could lead to being held up when in town.
- Guilt:
    - o although avoiding fundraisers was a common tactic, if this was not possible members of the public spoke of a feeling of guilt that could be

induced either by successfully avoiding the encounter or having to decline to donate or participate further in the conversation.
- o This was a highly undesirable outcome, particularly among the respondents who felt they were already contributing to other charities.

- Pressure:
  - o despite no clear examples of specific encounters where a person was placed under undue pressure to donate, for some respondents the act of being asked for a donation and, at times, the information given and the manner it was communicated, was interpreted as undue pressure.

However, the picture from the qualitative research was not all negative and some participants had set up one or more regular donations as a result of face-to-face engagement with a fundraiser. There was also recognition from most that fundraising in this way must work (otherwise charities would not use this method) and that in the bigger picture it was an important way for charities to raise funds for their activities.

"The people that do it on the street are normally quite personable aren't they? Or they wouldn't be doing the job!"

"They try to get you to sign up and they are a bit pushy"

Some respondents also declared a degree of sympathy for fundraisers, acknowledging that they were often referred to disparagingly by the public.

PUBLIC TRUST IN FUNDRAISERS

The quantitative research asked the public about their level of trust in fundraisers. Figure 6 below shows that a third of the public do trust fundraisers whereas around a quarter do not. Within these groups of people twice as many stated they had 'very low' vs 'very high' levels of trust, indicating that negative trust ratings were more strongly felt than positive ones.

Fig. 6 Overall trust in fundraisers

| DK, 6% | V low, 10% | Fairly low, 16% | Neither / nor, 36% | Fairly high, 29% | v high, 4% |

Q4: Thinking now about fundraisers, (by fundraisers we mean someone who asks for money for a charity). Overall, how much would you say that you TRUST Fundraisers? Base: All respondents (2115) / Donors (1467) Non-donors (648)

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SUB-ANALYSIS OF TRUST IN FUNDRAISERS

Figure 7 below shows the different levels of trust in fundraisers according to donating behaviour.

Fig. 7 Trust in fundraisers: comparison by donating behaviour
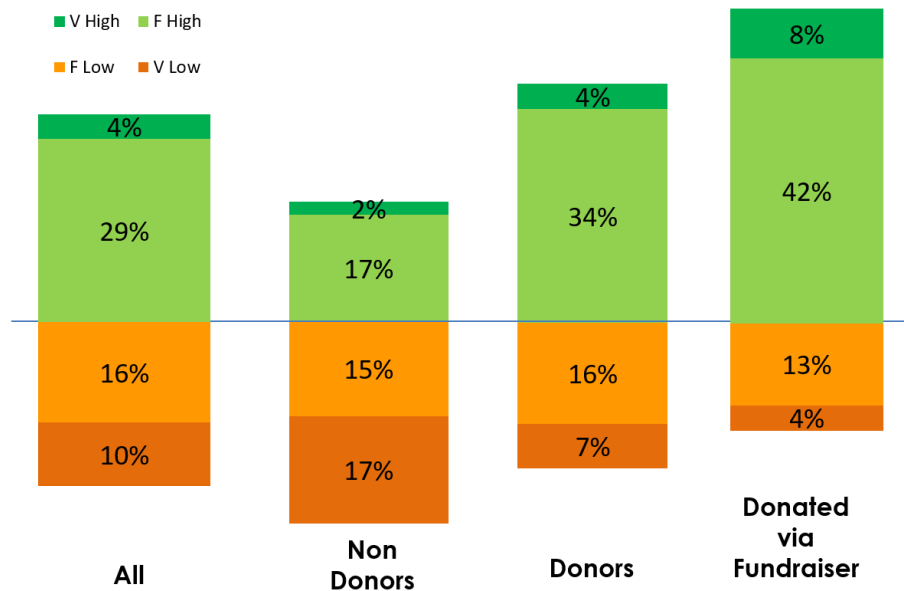
Q4: Thinking now about fundraisers, (by fundraisers we mean someone who asks for money for a charity). Overall, how much would you say that you TRUST Fundraisers? Base: All respondents (2115) / Donors (1467) Non-donors (648) Donated via fundraiser (477)

The data in the chart above has removed 'neither trust nor distrust' and 'don't know' responses for clarity.

Sub-analysis of trust in fundraisers: non-donors

Non-donors are the least trusting of fundraisers with a third declaring overall mistrust and almost a fifth of those declaring very low trust levels. Although a third of the general population trusts fundraisers, only a fifth of non-donors do.

Sub-analysis of trust in fundraisers: donors

There was an uplift in trust from those who have donated within the past year. Almost two-fifths of donors trust fundraisers, however the number of them (4%) declaring a very high level of trust is the same as the general population and almost a quarter of donors do not trust fundraisers.

Sub-analysis of trust in fundraisers: donors who donated via a fundraiser

When the donor group is examined further, those who had given in the past year via a fundraiser had the highest levels of trust. Half of that group trust fundraisers and almost one in 10 of them describe this as very high trust.

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This group of fundraiser donors also has the lowest levels of mistrust at 17% – however this is an interesting finding which suggests that almost a fifth of people who have recently donated via a fundraiser still have low levels of trust in this method of giving to charities. This could indicate that trust in fundraisers is not uniformly distributed across all fundraisers and some fundraisers are likely to be trusted more than others. For example, people may trust a fundraiser for a charity they closely identify with more than fundraisers for other charities they have less support for. We comment below how our qualitative research can help to explain this.

Our qualitative research confirmed that the decision to donate can be multi-faceted and can be heavily influenced for some donors by the charity or cause that they are choosing to support, rather than just the mechanism they choose to donate through. We would suggest that, based on the qualitative research, trust in fundraisers for a cause that an individual strongly believes in or identifies with would be higher than a fundraiser for a cause with which the individual has a weaker affinity.

Trust in fundraisers: in summary
These responses indicate that trust is reflected both in the likelihood to donate and how people choose to do so – trust is not just an abstract concept here, it correlates with donating behaviour.

Comparing people who trust fundraisers with those that do not reveals that 83% of people who trust fundraisers are donors whereas only 63% who do not trust fundraisers currently give to charity.

People who do not trust fundraisers still donate to charity but are more likely to do this independently with 54% giving themselves versus 38% of those who trust fundraisers adopting this behaviour.

The converse relationship occurs when we examine donating via a fundraiser, with around two-fifths of those who trust fundraisers giving via this method as opposed to only a fifth of those who do not trust them choosing to give in this way.

The overall view would suggest that there is potential to raise levels of trust in fundraisers and this applies even among members of the public who are warmest towards fundraisers.

We conclude that issues of mistrust remain and there is clearly work still to be done across the population in driving up trust in fundraisers. It is difficult to predict that increasing trust would necessarily lead to more charitable donations overall, however the data does suggest that greater trust in fundraisers would be likely to see an increase in fundraiser donations. Although the data does not extend to linking value of donation with method, the qualitative research told us that donations via a fundraiser tended to

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be regular and long-term commitments, thus potentially yielding higher value donations over time.

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5. PUBLIC AWARENESS, PERCEPTIONS AND EXPECTATIONS OF THE FUNDRAISING REGULATOR AND CODE OF FUNDRAISING PRACTICE

PUBLIC AWARENESS OF THE FUNDRAISING REGULATOR

To explore the public's awareness of the Fundraising Regulator, respondents to the survey were asked a series of questions that enable us to measure unprompted and prompted awareness of the organisation.

The initial question asked to ascertain unprompted awareness was:

> "Thinking now of the regulation of fundraising - that is, looking at the conduct of fundraisers and making sure that they are fundraising appropriately. Are you aware of any organisation in the UK that does this?"

This was followed by a question that included a pre-coded list of regulatory bodies:

> "Below is a list of regulatory organisations. Which, if any of these, had you heard of before today?"

Due to small base sizes for unprompted awareness, the awareness figure quoted below is a combined unprompted and prompted result and this figure comprises mainly prompted awareness.

Overall 7% of the public is aware of the Fundraising Regulator. There were no significant demographic differences between those aware and unaware. Any differences between these groups related to levels of engagement with the charitable sector and donating behavior as people who were aware of the Fundraising Regulator were more likely to:

- be involved in the charitable sector or know someone who was;
- have given money to charity in the last year; and
- have given via a fundraiser.

Of the small group of people who were aware of the Fundraising Regulator the majority – 60% – said that they had only heard the name. Due to the small base sizes, further analysis of this group should be treated with some caution however we also found that of those aware of the Fundraising Regulator:

- One-fifth claimed to have consumed media coverage about the Fundraising Regulator;
- 15% have seen the logo;
- A tenth said that "a fundraiser told me about them";
- A similar number claim to have visited the website; and
- 5% claim to have contacted the Fundraising Regulator.

Please note that one-tenth of people aware of Fundraising Regulator amounts to less than 1% of the total respondents.

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Of the regulatory bodies that were used as prompts, the Fundraising Regulator was the least well-known. However it should be noted that assessed relatively, the Fundraising Regulator is a new organisation and one that has not been substantially in the public eye. There are clear leaders in terms of awareness and these regulators have either been established for a lengthy period or featured consistently in the media, for example, Trading Standards, Ofsted and Ofcom. The data supports this analysis as awareness of other regulators trends upwards with age, effectively as people have more opportunity to experience the organisations. There is no similar correlation between age and awareness for the Fundraising Regulator from which we may infer that there is potential for awareness to organically increase over time.

This initial research will provide a useful benchmark for awareness of the Fundraising Regulator which could, should they wish, be tracked on a regular basis to monitor progress in this area or to measure the effectiveness of any advertising or marketing campaigns that may run in the future.

Fig. 8 Awareness of Fundraising Regulator
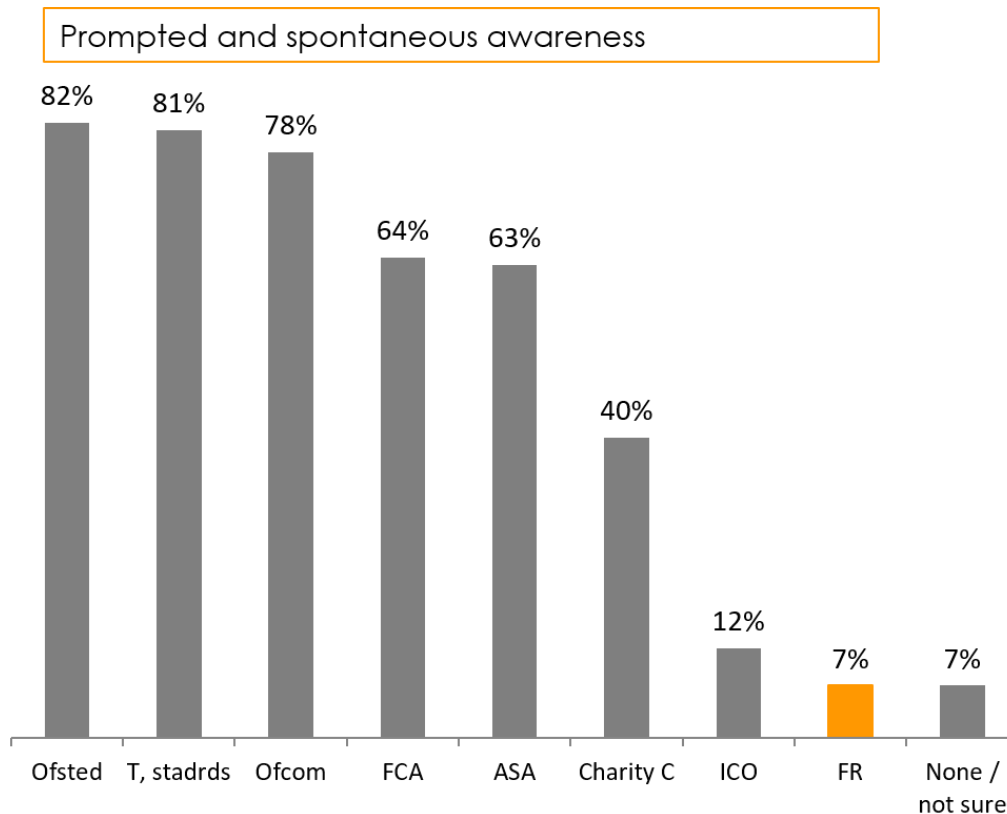
Prompted and spontaneous awareness

Q5. Thinking now of the regulation of fundraising - that is, looking at the conduct of fundraisers and making sure that they are fundraising appropriately. Are you aware of any organisation in the UK that does this? (Base: All 2115)
Q6: Below is a list of regulatory organisations, which, if any of these had you heard of before today? Base: All 2115)

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None of the qualitative participants were aware of the Fundraising Regulator. However, people assumed that the fundraising sector would fall under regulatory scrutiny due to the prevailing perception from the public that the UK is a well-regulated country. The qualitative research participants were clear in their view that without awareness of the specific organisation and what it does, the expected sense of reassurance that a regulator can offer was considerably diluted.

> *"If they're the ones that are supposed to give you reassurance, but you've never heard of them, does that limit how much reassurance they can give?"*

> *"They need people to know that the Fundraising Regulator is actually there."*

PERCEPTIONS AND EXPECTATIONS OF THE FUNDRAISING REGULATOR AND THE CODE OF FUNDRAISING PRACTICE

Across both the qualitative and quantitative research, the public was told about the work of the Fundraising Regulator including the responsibility for the Code of Fundraising Practice. Due to the time available and the format of the qualitative research, which is exploratory and discursive, greater depth of understanding of perceptions of the Fundraising Regulator and its work was gained than in the quantitative research, where the public rated how important they regarded the existence of the Fundraising Regulator and the Code of Fundraising Practice.

The importance of the Fundraising Regulator and the Code of Fundraising Practice
Survey respondents were presented with short definitions of the Fundraising Regulator and the Code of Fundraising Practice.

The public overwhelmingly regard the existence of the Fundraising Regulator as important, with 91% saying so and two-thirds of the population saying that the Fundraising Regulator is very important. The importance ratings specifically for the existence of the Fundraising Code of Practice were very similar to those of the regulator. Please note that 'not important' in the figures below includes anyone who stated 'neither important nor unimportant' and those that specifically stated 'not important' (1%).

Fig. 9 Importance of Fundraising Regulator and Code of Fundraising Practice
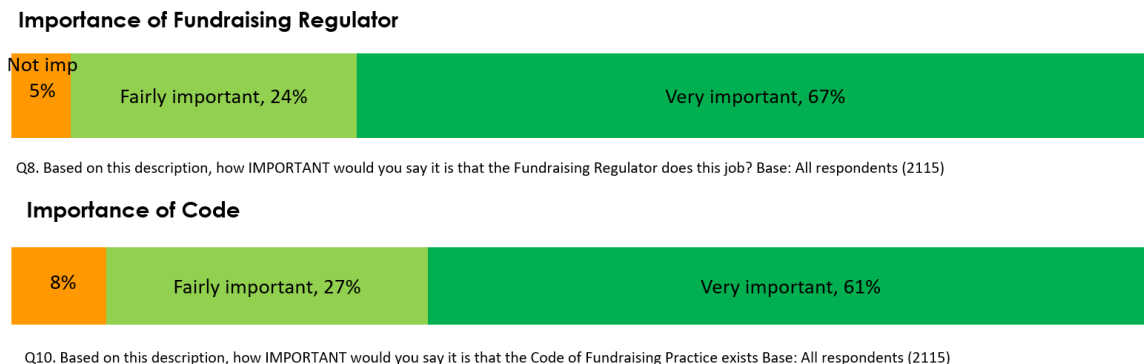
Importance of Fundraising Regulator

Not imp 5%	Fairly important, 24%	Very important, 67%

Q8. Based on this description, how IMPORTANT would you say it is that the Fundraising Regulator does this job? Base: All respondents (2115)

Importance of Code

8%	Fairly important, 27%	Very important, 61%

Q10. Based on this description, how IMPORTANT would you say it is that the Code of Fundraising Practice exists Base: All respondents (2115)

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Sub-Analysis of the Importance of the Fundraising Regulator and the Code of Fundraising Practice

People who already trusted fundraisers were more likely to say that the existence of the regulator was important but agreement with this was very high across the whole population. In fact, 89% of initially distrustful people rated the regulator as important and 86% thought that the Code of Fundraising Practice was important. It could be argued that this group of people are a valuable potential source of donations via fundraisers; the fact that so many think the Fundraising Regulator is important begins to indicate the role that the it could play in assuaging concerns about trust.

The findings from the qualitative research help to explain these very high ratings. Although the qualitative sample had assumed, but not in an actively engaged way, that the sector was regulated, actually hearing more about the Fundraising Regulator and its remit, as well as the code that it has responsibility for, provided a large sense of reassurance. Making regulation tangible rather than merely assumed, through the existence of the Fundraising Regulator was regarded as a positive for the sector and extremely important for the qualitative sample. The predominant advantage was perceived to be a route to redress should the public endure a negative experience with a fundraiser. In this respect, the Fundraising Regulator was likened by some respondents to other regulatory bodies or functions such as the Financial Conduct Authority.

The Fundraising Regulator:

> *"They give a level of legitimacy to these charities that makes it easier for them to collect money because people know they're legitimate… [setting] the rules about how they go about collecting the money"*

> *"You need an independent body…so they can keep an impartial view of things"*

The Fundraising Code of Practice:

> *"It gives you more of a reassurance if there is something wrong"*

> *"It's fair that every charity has the same rules to raise money"*

> *"If I were to consider the way I was treated to be in breach of this, this [the code] would be the check"*

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EXPECTATIONS OF THE FUNDRAISING REGULATOR AND THE CODE OF FUNDRAISING PRACTICE

The public was also asked in which circumstances they might want to refer to the Code of Fundraising Practice. People were presented with a list of pre-coded examples that were drafted after analysis of the qualitative discussions on this topic.

The quantitative data demonstrates an appetite to access the code for a variety of potential reasons.

Fig. 10 Reasons why the public might want to refer to the Code of Fundraising Practice
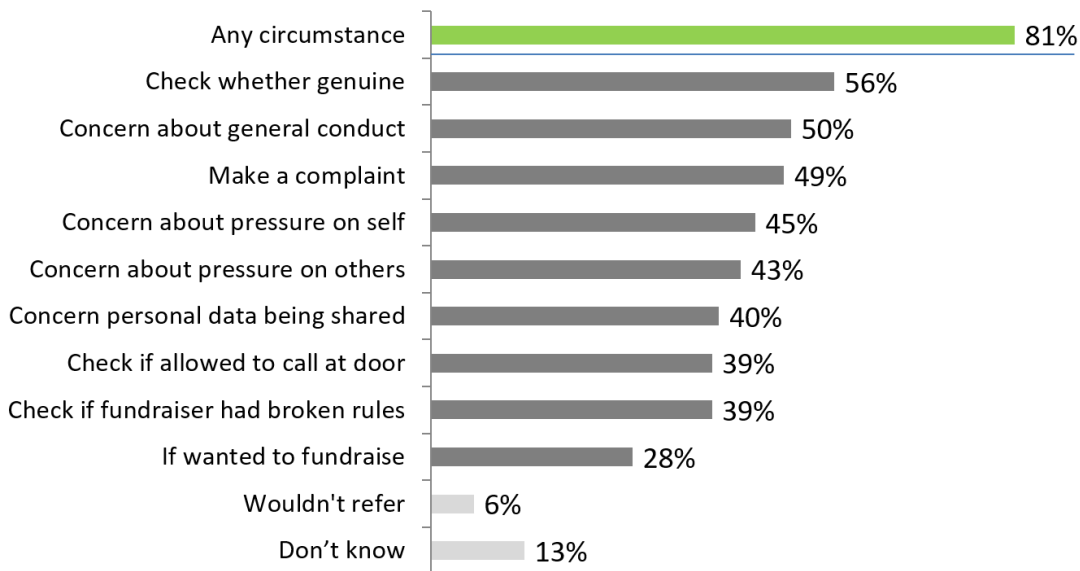
Reason	Percentage
Any circumstance	81%
Check whether genuine	56%
Concern about general conduct	50%
Make a complaint	49%
Concern about pressure on self	45%
Concern about pressure on others	43%
Concern personal data being shared	40%
Check if allowed to call at door	39%
Check if fundraiser had broken rules	39%
If wanted to fundraise	28%
Wouldn't refer	6%
Don't know	13%

Q13. The Code of Fundraising Practice is available to the public. In which of the following situations, if any, might you want to refer to the code? Base: All respondents (2115)

Over four-fifths of the public could envisage a situation where they might want to refer to the code. The most popular response resonated with the key concern identified in the qualitative research – checking the authenticity of a fundraiser – but the data shows that the majority of potential reasons for accessing the code were relevant to between two-fifths and a half of the population.   The least likely reason to refer to the code is if a person wanted to engage in fundraising themselves.

Our qualitative research focused in much greater detail on how the public could access the code and what they expected from it. This was done by setting participants a number of tasks that required interaction with the code. Separate advice has been issued by Light & Shade Research to focus on specific aspects of improvement and below we outline a summary of the responses to these tasks.

The qualitative sample on the whole felt relatively well-equipped to deal with issues arising from unsatisfactory encounters with fundraisers and predicted that there would need to be an incident of some significance to warrant contacting the Fundraising

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Regulator. In the most serious incidents, our sample said that they would be more likely to involve other official organisations such as the police or a local authority. It may be that the lack of familiarity with the regulator, how to contact them, and how they could assist, rendered the prospect of engaging with the regulator somewhat difficult to predict.

However it was clear that accessing the code was regarded as a potentially useful way of checking whether there was an issue with an experience before making the effort to contact the regulator, the charity in question and/or make a formal complaint.

We asked people to assess a range of examples from or related to the code (available in Appendix A).

At a general level the language used was judged to be relatively accessible and easy to understand. People tended to prefer a format that used bullet-pointed explanations rather than lengthy paragraphs to illustrate parts of the code.

Participants were also tasked with finding specific parts of the code; across the sample this was a difficult task for people to perform and led to frustration with the accessibility of the code and the usability of the Fundraising Regulator website.

In most cases when searching for the required information participants stated that they may not have spent as much time trying to do this if they were in a real situation where they required information about a fundraising encounter they had experienced.

The volume of information overall was a barrier to engagement. In most cases, having read excerpts, the public had little appetite to read more. The lack of desire to engage with the code was due both to the length of sections of the code and the whole document, which signified to people that the code was not specifically aimed at the them; it did not appear to be a document for people not already professionally involved in the sector.

> *"I was aware that it wasn't really a public document - it was for the charities themselves."*

Overall the members of the public in the qualitative sessions recognised that there was an element of duality to the code, needing to be unequivocal in setting out the obligations of fundraisers while being accessible and useful to the general public. However there was broad agreement that this level of granularity was required and welcomed by the public as it indicated that fundraising was a well-regulated sector.

The public had a number of expectations and preferences for interacting with the code in the future, which differ from those of the sector. Meeting both sets of needs may prove a significant challenge for the Fundraising Regulator – balancing the need for the code to be an authoritative document for the sector and beyond, as well as being accessible to the general public when they need it.

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"I feel that it is more aimed at the charities, not the public, there is too much stuff in there I don't need to know and the language isn't public-facing. Because of this, can feel that the code is based at the charities not the public."

"As I member of the public I wouldn't want to see the documents [full rules], I think a lot of the essential things could be condensed…"

"…very wordy, you would need to know what you were looking for…unless you needed to know this inside and out you wouldn't read this."

There is a clear need for more effective signposting on the Fundraising Regulator's website. This should begin at the homepage where clear user journeys are articulated.

"I'm a member of the public seeking information…so you can bypass all that other stuff that goes on, because it doesn't concern you, and go straight in."

The key issues identified by the public regarding the way the code was accessed at the time were predominantly issues relating to website usability and architecture.

"The layout suggests it's there, but the links seem to send you in circles."

The majority of the language tested was easy to understand and there were no major concerns on this front, but there was simply too much of it. 'Rules' is the desirable language to use and is preferred as a consistent approach – using multiple terms such as 'rules', 'code' and 'standards' is confusing and should be avoided in public-facing documents.

Examples of good communication of the rules from the public perspective were found in the rulebooks. The web page that introduces the Street Fundraising Rulebook was highly regarded by people who visited it. This is an example of the level of detail desired and of the short and clear bullet points. Some people read this page and were satisfied that they were sufficiently well informed to decide whether or not to seek greater depth of information. In addition, the rulebook itself was lauded as good practice from a language and brevity perspective.

In summary, our qualitative research respondents were seeking a short, simple and easy to read overview of the rules that were relevant to situations that the public may encounter fundraisers.

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7. PUBLIC AWARENESS OF AND LIKELIHOOD TO USE THE FUNDRAISING PREFERENCE SERVICE

PUBLIC AWARENESS OF THE FUNDRAISING PREFERENCE SERVICE

The survey asked for prompted awareness of the Fundraising Preference Service (FPS).

Overall 6% of the population are aware of FPS and within this group people who already have some level of involvement, or know someone who has, were twice as likely to have heard of FPS. This is similar to the response about awareness of the Fundraising Regulator.

People who have donated within the last 12 months via a fundraiser are more aware of FPS than those who haven't donated in this way.

Those that already trust fundraisers are also twice more likely than those who distrust them to be aware of FPS.

Respondents were prompted with a definition of FPS and asked to rate how important its existence was.

Fig. 11 Importance of the FPS

Importance of FPS	Not imp 11%	Fairly important, 33%	Very important, 51%

Q15: How important would you say it is that the Fundraising Preference service exists? (Base: All 2115)

The results are positive insofar as 84% of people stated that it was 'very' or 'fairly important' and this included over half of the sample saying that FPS was 'very important'. Of this group, FPS was particularly important for women and for those aged over 65 with 90% of over 65's holding this view versus 75% of the youngest cohort, 18-24 year olds.

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LIKELIHOOD TO USE THE FUNDRAISING PREFERENCE SERVICE

In our qualitative research the general consensus was that signing up to FPS would be a useful option if people were having issues being contacted by charity fundraisers. None of the qualitative sample were experiencing such problems however they declared that they would exercise this option if required and that they welcomed its existence. The greatest potential for the qualitative participants to sign up was acting on behalf of another person, most commonly people in these sessions predicted that this would be a potentially vulnerable person that they knew. In this respect, our qualitative sample predicted using FPS in a preventative manner for others and in a reactive way for themselves.

The survey data adds to this understanding and reveals that with a representative sample the public feels more likely to sign up for themselves than someone else. The relatively high levels of 'don't know' responses (compared with other sets of responses to questions in this survey) suggests that the public may require more information and greater familiarity with the service before committing to signing up. Nonetheless two-fifths of the population said they had already or were likely to sign up for themselves and more than a quarter said that they had or would sign up to FPS on behalf of somebody else.

Fig. 12 Likelihood to sign up to FPS
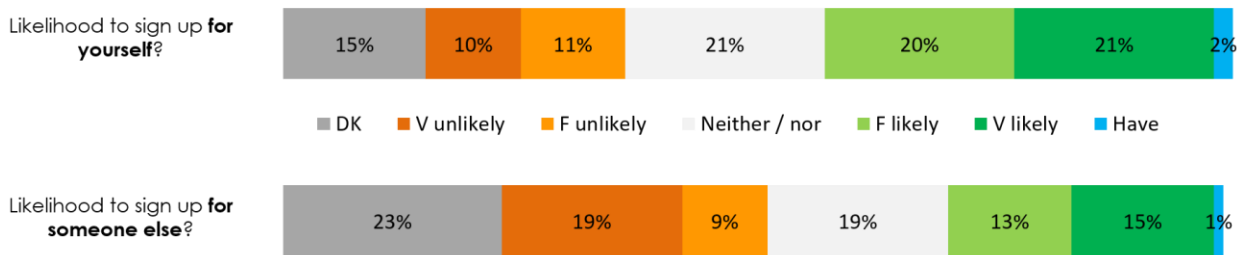
Q16. How likely do you think it is that you would sign up for this service...For yourself, or for someone else (such as a family member)? (Base: All 2115)

Examining the data further also tells us that current donors are more likely to say they will sign up to the FPS than non-donors. We suggest that this positions FPS as an additional layer of control that donors could envisage using to manage the communications they receive from particular charities.

The qualitative research uncovered 'control' as a need that resonated with donors who were often choosing self-directed giving as a way of aiming for this control. Some did acknowledge that they had received unwanted communications from charities but to

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a degree where they felt that they could sufficiently control or manage this themselves. As stated earlier, they also predicted that if they found themselves in the situation of losing control of this they would consider signing up to FPS.

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8. THE IMPACT OF AWARENESS OF THE FUNDRAISING REGULATOR AND THE CODE OF FUNDRAISING PRACTICE ON TRUST IN FUNDRAISERS

In both the qualitative and quantitative stages of this research, all participants were asked about the impact of learning more about Fundraising Regulator and the Code of Fundraising Practice.

Once survey respondents had been given definitions of the Fundraising Regulator and the code, they were asked whether and by what degree their trust in fundraisers had changed, if at all.

The results of the survey show that being made aware of the Fundraising Regulator and the Code of Fundraising Practice creates a very big uplift in trust in fundraisers. In the charts below those stating they would have lower trust in fundraisers after hearing about the regulator and code is only 1%.

Fig. 13 Impact of Fundraising Regulator on trust in fundraisers

No diff / less, 33%	Little more, 39%	Much more, 22%

Q9. Knowing now that fundraisers…are regulated by The Fundraising Regulator, would you say you are now… Base: All respondents (2115)

Fig. 14 Impact of Code of Fundraising Practice on trust in fundraisers

No diff / less, 32%	Little more, 40%	Much more, 23%

Q11. Knowing now that fundraisers…must follow the rules set out in the Fundraising Code of Practice. Would you say that you are now…? Base: All respondents (2115)

This strongly suggests that building public awareness of the Fundraising Regulator and the code is likely to be a key contributory factor in driving positive trust in the sector. Approximately half of all non-donors have a greater level of trust than before they had been told about the Fundraising Regulator and the Code of Fundraising Practice.

SUB-ANALYSIS OF THE IMPORTANCE OF THE FUNDRAISING REGULATOR AND THE CODE
More than 6 in 10 people reported higher trust once they knew about the Fundraising Regulator and this also reveals that not everyone was more trusting merely due to knowledge of regulation and the code. However, by examining the data further, it is clear that learning about the Fundraising Regulator and the code has a significant

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impact on people who were either less trusting initially or who were not intending to give to charity in the future.

Fig. 15 Impact of FR and Code on trust in fundraisers: sub-analysis
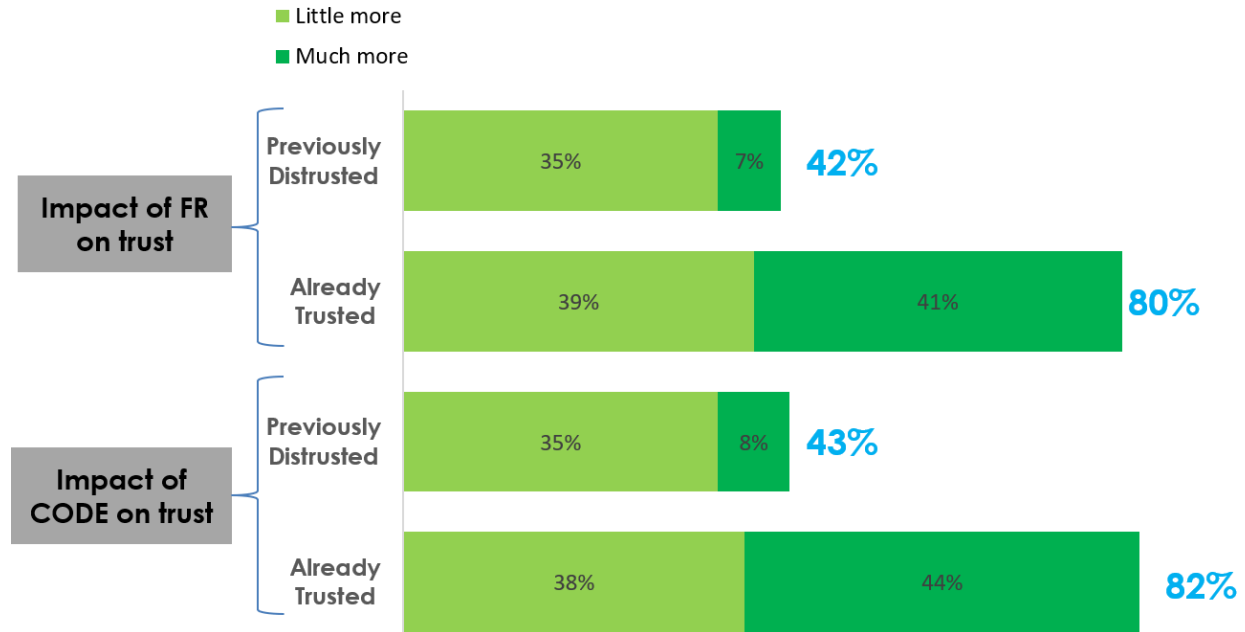
Q9. Knowing now that fundraisers (someone who asks for money for a charity) are regulated by The Fundraising Regulator, would you say you are now... Base: All respondents (2115)

Sub-analysis: those who already trusted fundraisers
Those who already trusted fundraisers report even higher levels of trust once they know about regulation and the code with 4 in 5 people stating their trust has increased. Trust also increases significantly within groups of people who were already giving as over two-thirds of this group also report higher trust.

Sub-analysis: those who initially distrusted fundraisers
Almost half of those who initially did not trust fundraisers stated that knowledge of regulation and the code would make no difference to their trust. Two-fifths of previously distrusting people do say that their trust in fundraisers has gone up after learning about the Fundraising Regulator and the code.

Sub-analysis: those not intending to donate money to charity
The group of people in the population who said they were not intending to donate money to charity within the next year are impacted in large numbers, with 34% of this group saying they are more likely to trust a fundraiser. We conclude from this data that awareness of regulation and the code can positively impact trust in fundraisers among groups of people who were previously unaware.

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The importance of the Fundraising Regulator and the code: In summary

We suggest that awareness consolidates and magnifies trust among already trusting and/or donating members of the public and helps to convert previously distrustful or less charitably engaged people into a more trusting cohort.

As we have already shown that trust matters to the public and correlates with donating behaviour, the increase in trust engendered by greater awareness could potentially result in a change in non-donor behaviour.

The qualitative insight wholeheartedly supports this. The consensus in the qualitative sessions was that knowing more about the Fundraising Regulator and the Code of Fundraising Practice created positive perceptions of fundraisers. Most in this small sample stated that their consideration of giving to charity via a fundraiser would increase. When probed further regarding the potential for more or higher value donations people were less able to predict how much more they may give. For some this was because they felt that they already gave the maximum amount they could currently afford. Others reflected on the often deeply personal reasons that they gave money to their charities of choice and explained that the reassurance offered by the presence of the Fundraising Regulator would be one of the many factors that impact the decision whether and how much to donate. In these qualitative discussions there were no negatives raised about the regulator or the code. A number of people highlighted that they may be less inclined to try to avoid fundraisers in future, trust them more and be more open to listening to them on the street as a result of knowing more about the way they are regulated.

BUILDING AWARENESS AND TRUST

It is clear that the sector will benefit from an uplift in trust if more people are aware of the Fundraising Regulator and the Code of Fundraising Practice. How to establish greater awareness of the Fundraising Regulator and the code is a question to consider. We know that people state they would be most likely to want to refer to the code or contact the Fundraising Regulator in response to specific encounters with a fundraiser/fundraisers. This suggest that boosting awareness at the point of public interaction with fundraisers would be appropriate. In fact, when we asked people how important they thought it was that a fundraiser displayed the Fundraising Regulator logo to indicate their commitment to meeting the obligations set out by the Code, more than four-fifths of the public said this was important to them.

"They've always had badges and stuff, but if they've got to earn that badge and pay for it, to prove [they are meeting regulations] that's much better, puts you at ease a bit more."

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Fig. 16 Importance of fundraisers displaying the Fundraising Regulator logo

Importance of FR Logo

Not imp/neutral, 14%	Fairly important, 28%	Very important, 53%

Q12. How important is it to you that a fundraiser who is committed to meeting the rules displays the Fundraising Regulator logo? Base: (2115)

Communicating that a charity/fundraiser is registered with the Fundraising Regulator and adheres to the code clearly matters to the vast majority of people and is of particular importance to women and older people. Only 2% of the public thought it was not important to display the logo.

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9. CONCLUSIONS

The UK public overwhelmingly thinks that the existence of the Fundraising Regulator and the Code of Fundraising Practice are important.

However the current presentation of the Code of Fundraising Practice does not meet the needs of the general public.

The public acknowledges the tension between producing a code that is both comprehensive and unequivocal for the sector while being a useful and accessible resource for members of the public. The perception of the code in its current form is that its main focus is on the sector rather than the public.

The public also understands that the sector needs to read the full code and refer to the detail therein. They also feel that their own needs in relation to the code require a significantly lower level of detail than for the sector as they predicted they may use the code to review a recent experience with a fundraiser. As such, they would be likely to be seeking specific information rather than opting to read the entire code.

This means that the public preference and expectation of the code is that it becomes a significantly shorter document that provides an overview of the relevant rules.

The public anticipated accessing the code online and did not envisage using other channels, except in the course of a complaint where the telephone may also be used.

Most people had difficulty finding specific information on the website in its format at the time of the research. We recommend that the Fundraising Regulator's website is redeveloped to take into account the issues raised during this research. Ideally the new public-facing element of the website should clearly create a user experience that removes the friction in the current version and enable faster and easier discovery of key information. This should be in the form of a clear public user journey with simple and clear signposting and designed with the public in mind. We recommend that this should include a bespoke area of the website to be aimed at the public. The homepage should project a reason to enter the site further through clear routing of public vs sector users.

Ideally the experience would involve a brief introduction to the key issues that the public may experience when encountering a fundraiser and framed in the context of real scenarios to enable public engagement with the code.

The Fundraising Regulator should consider producing simple and separate collateral for the public. Examples of good communication of the rules from the public perspective were found in the rulebooks. The web page that introduces the Street Fundraising Rulebook was highly regarded by people who visited it. This is an example of the level of detail desired and of the short and clear bullet points. Some people read this page and were satisfied that they were sufficiently well informed to decide whether or not to

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seek greater depth of information. In addition, the rulebook itself was lauded as good practice from a language and brevity perspective.

The relatively low awareness of the Fundraising Regulator offers an opportunity to grow awareness. This report has demonstrated that awareness significantly drives trust in fundraisers. It also shows that trust correlates with giving behavior. Therefore awareness building should be a priority. We recommend that the Fundraising Regulator uses its relationships with charities to encourage them to display the Fundraising Regulator logo on their marketing collateral e.g. while fundraising on the high street. There is the potential there to then create a virtuous circle whereby awareness of the Fundraising Regulator could increase alongside increased trust in fundraisers.

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APPENDIX A – QUALITATIVE RESEARCH MATERIALS

J1355 Fundraising Regulator – Public Consultation
In-depth interviews Guide v2 16/11/18

Notes on the guide
The discussion is semi-structured and will be iterative and flexible - new routes of conversation may appear and will be followed up on as appropriate. The moderator will listen to participants' views, and will ask questions as and where needed. When asking questions the moderator will do so openly (unlike a survey) and if needed, probe on responses to facilitate discussions around the core areas.

Content	Timing
1. Introduction	**5 minutes**
- Introduce Light & Shade Research - Explain the purpose of the interview and the project - A project consulting members of the public to understand their opinions on the standards applied to charity fundraising, how they are communicated, and the organisation that is responsible for these standards. - No prior knowledge expected, no right or wrong answers - Confidentiality – their views will be used, but not identifiable, MRS guidelines, audio recording - Explain context of wider FR consultation. - Materials to consider and respond to and the intention is that we can build up a more informed understanding of the key issues as the project progresses. Explain subsequent stages. - Ask respondent to introduce themselves – name, occupation, family/home set-up.	
2. Initial exploration of perceptions, understanding and awareness of charities, fundraising and regulation	**10 MINS**
- What experience do they have of giving to charity? - Ad hoc vs regular donation? - In response to fundraising? Which format of fundraising? Probe: on street, door to door, telephone, direct marketing, other advertising, appeals - Why have they responded to particular fundraising methods? - Which methods would they be open to? - Which, if any, would they reject? - Explore top of mind associations with: - Charitable giving - Charity Fundraising - What **words**, **associations, images**, and **feelings** first come to mind when they think of fundraising? - How would they summarise their overall attitude to Charitable giving and charity fundraising - Where these associations, images, feelings **come from -** - Where do they hear about these issues / from whom / media? - Whether anyone has experience of charity fundraising	

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3. Discussion of pre-task – Fundraising Regulator, Regulation and specific examples from The Code and F.R. website	**25 MINS**

CHECK RESPONSES TO QUESTIONS 1-3 FROM PRE-TASK – SEE BELOW:
 	
1. If you were approached by a charity fundraiser – this could be on the street or at your home – how would you check whether they were a legitimate fundraiser?
2. Where would you look to find out more information about fundraisers and the rules they have to abide by?
3. Who would you trust to provide that kind of information?
• What issues might they consider if they were approached by a fundraiser?
• Prior to watching the introductory film, were they aware of Fundraising Regulator? If so, how?
• What were their first impressions of Fundraising Regulator?
    o What, if any, are the positive associations with Fundraising Regulator?
    o What, if any, are the negative associations with Fundraising Regulator?
    o What kind of organisation is Fundraising Regulator?
    o What words would they use to describe Fundraising Regulator?
• How likely would they be to interact with Fundraising Regulator if they needed more information about fundraising or about a specific fundraising experience they had had? Why / why not?
 	
EXPLORE RESPONSES TO THE PRE-PLACED DOCUMENTS. ASK QUESTIONS ELOW FOR EACH DOCUMENT IN TURN.
DOC 1 - EXCERPT FROM CODE RE: DOOR TO DOOR & DOC 2 - SCREENSHOTS FROM RELEVANT SECTION OF FR WEBSITE
ASK RESPONDENTS TO DISCUSS THEIR HIGHLIGHTED DOCUMENTS
POSITIVE SECTIONS:
    o Why have they rated this part as 'positive'? What do they like about it?
    o How does it contribute to:
        ▪ Usefulness of the document?
        ▪ Ease of understanding?
        ▪ Ease of reading?
        ▪ Clarity / presentation?
        ▪ How would they describe the style of the section?
NEGATIVE SECTIONS
• Why have they rated this part as 'negative'? What do they dislike about it?
    o How does it hinder:
        ▪ Usefulness of the document?
        ▪ Ease of understanding?
        ▪ Ease of reading?
        ▪ Clarity / presentation?
        ▪ How would they describe the style of this highlighted section?
• ASK RESPONDENTS TO DISCUSS THE RATINGS THEY GAVE OVERALL FOR EACH DOCUMENT:
• How easy / difficult to understand the **language** used
• How well / not well the document is **presented**
• How you would describe the **style** of this document
• How easy / difficult it was **to read** overall
• How **useful** you found this document
FOR EACH DOCUMENT – FULLY EXPLORE RATIONALE:
    o Why did they give this rating?
    o What would need to change to achieve a higher rating?	

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4. Deep-dive – communicating the Standards & accompanied surf of Fundraising Regulator website Looking ahead to expectations of the way in which the Standards are communicated and the group sessions	**20 MINS**
- In what circumstances would they envisage wanting / needing to access the Fundraising Standards? Why? - How would they approach this task? Why? - What format would they prefer to access the Standards? Why? - What role should the Fundraising Regulator website play in this? - What would be their expectations of accessing information via the Fundraising regulator website? Would they expect to… - Access the full Code? Download? View on screen? Print out? - Navigate to a specific aspect of Fundraising practice? - How would this ideally work? - What would their expectations be re: keyword search? - What would their expectations be re: interaction with the website / Fundraising Regulator? Live chat? Email? Other? **ACCOMPANIED SURF** **EXPLAIN: ONCE THE SCENARIO HAS BEEN EXPLAINED, THE RESPONDENT SHOULD TRY TO USE THE FUNDRAISING REGULATOR WEBSITE TO FIND THE REQUIRED INFORMATION. WHILE DOING THIS THE MODERATOR WILL ASK AT EACH STAGE WHAT THE RESPONDENT IS DOING / LOOKING FOR / CLICKING. SET A 5 MINUTE TIME-LIMIT** *SET SCENARIO: YOU HAVE BEEN APPROACHED ON THE STREET BY A CHARITY FUNDRAISER WHO YOU THINK MIGHT HAVE BEEN TOO PUSHY IN THEIR REQUEST FOR FUNDS. YOU WANT TO FIND OUT IF THERE ARE RULES ABOUT THIS. A FRIEND HAS TOLD YOU ABOUT THE FUNDRAISING REGULATOR WEBSITE SO YOU DECIDE TO LOOK THERE FOR AN ANSWER. HOW WOULD YOU FIND THE INFORMATION YOU REQUIRE?* **MODERATOR PROBE FULLY** - Where are they starting their search? Why? - Where did they click next? Why? **REPEAT FOR EACH CLICK** - What do they find easy about this process? - What are the frustrations with the process? - Were there particular areas where they struggled to know what to do next? - Were they able to find the information they required? - How would they rate the website on: **Language** **Presentation / style** **Ease of navigation** **Usefulness** - How confident would they be in finding related information on other forms of fundraising? - What would have improved the experience? - If they were in charge of re-developing the Fundraising Regulator website what changes would they make to simplify the process of finding the right information? - Which other channels would they want to use to find out the information? Why? - What else would be useful re: making the Fundraising Standards and Code available to the public? **EXPLAIN NEXT STAGE – ONE MORE TASK FOCUSING ON EXPECTATIONS OF THE CODE AND STANDARDS FOLLOWED BY THE GROUP DISCUSSION – CONFIRM DATE WITH RESPONDENT** **THANK AND CLOSE THE INTERVIEW**	

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Stage 1 Pre-task

First of all, please answer the three questions below…

- If you were approached by a charity fundraiser – this could be on the street or at your home – how would you check whether they were a legitimate fundraiser?

  _____
  _____
  _____

- Where would you look to find out more information about fundraisers and the rules they have to abide by?

  _____
  _____
  _____

- Who would you trust to provide that kind of information?

  _____
  _____
  _____

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Next, please watch the video that is linked below, then answer the questions that follow

Please watch the short video below

Video to watch: https://tinyurl.com/y98qbvv7

- Had you heard of this organisation before watching the video? If so, where?

  _____

- What are your initial impressions of this organisation? Positive / negative? Why?

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The final task is to read the two short documents that came in this pack and answer these questions for each. The documents are clearly labelled Documents 1 & 2.

- In our interview in the next two weeks we will be discussing this organisation and the rules / standards that they set for fundraisers.
- There's a bit of detail to look at as well as having more general discussions.
- In order to try to get some of the detail completed in advance so we can spend more time discussing your views, it would be helpful if you could read the two example documents that follow.
- **Please use a red pen to highlight any negatives and a blue pen for any positives.**
- Once you have read both documents please rate each one using the scale below. Please place a cross to indicate your rating.
- The scale is 1-10 where 1 is 'not at all' and 10 is 'extremely'.

DOCUMENT 1	1	2	3	4	5	6	7	8	9	10
How easy to understand the **language used**										
How well the document is **presented**										
How **easy** it was to **read overall**										
How **useful** you found this document										
How would you describe the style of this document?	WRITE IN HERE PLEASE:									

DOCUMENT 2	1	2	3	4	5	6	7	8	9	10
How easy to understand the **language used**										
How well the document is **presented**										
How **easy** it was to **read overall**										
How **useful** you found this document										
How would you describe the style of this document?	WRITE IN HERE PLEASE:									

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Stage 1 Pre-task DOCUMENT 1

Code of Fundraising Practice extract – door to door fundraisers

FM01   You **must** avoid causing an obstruction, congestion and nuisance to the public.

FM02   While fundraising, you **must not**:

a)   act in any way that might reasonably cause members of the public to be or become startled or anxious;

b)   act dishonestly or manipulatively, or deliberately try to make a potential donor feel guilty; or

c)   act in any other way that a reasonable person might judge brings the charitable organisation they are representing into disrepute. This includes but is not limited to:

- smoking or drinking alcohol in clothing that contains a charitable organisation's branding;
- taking or being under the influence of illegal drugs;
- lewd or aggressive behaviour, including swearing in clothing that contains a charitable organisation's branding;
- putting undue pressure on members of the public to donate;
- exploiting their position for personal gain (for example, asking for a job, asking someone for a date, or asking for a discount on goods or services); or
- any other behaviour that harms the reputation of the fundraising profession or the charitable organisation being represented in the eyes of the public.

FM03   In England and Wales, for house-to-house collections, fundraisers **must not*** importune any person to the annoyance of such person', or ignore a request to leave or a request not to return.

FM04   If a "No Cold Calling Zone" has been created legitimately (in other words, within _Trading Standards Institute guidelines_), you **must not** cold call.

Find out more about fundraising and No Cold Calling Zones in the Institute of Fundraising's guidance.

FM05   You **must not** knock on any door of a property that displays a sticker or sign which includes the words 'no cold-calling', 'no cold callers', 'no charities', 'no charity canvassers', or 'no charity fundraisers'. _For more information, see the Institute of Fundraising's guidance on no cold calling stickers._

FM06   You **must** only knock on the front door or main entrance to a house (usually the closest or most directly accessible entrance from a street), unless a resident asks you to do otherwise.

FM07   You **must** take extra care when visiting households after dark. If you are visiting isolated places, you should consider whether the visit could cause unnecessary anxiety to residents before approaching households.

FM08   If you have to ask to enter a building containing several homes, you **must** make the request to each flat individually and speak to the resident to gain access.

FM09   You **must not** enter households at any time, unless you are invited in by the resident.

FM10   You **must not** impede residents from shutting a door of their home (for instance, by putting a foot in the door).

FM11   If you carry out house-to-house bag collections for charitable, philanthropic or benevolent purposes, you **must not** deliver bags to a property that displays a sticker or sign which includes the words 'no charity bags', 'no clothing bags' or any other words which clearly indicate that the householder does not want to donate through this method.

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Stage 1 Pre-task DOCUMENT 2

Direct Debit fundraising: door to door

Door-to-door collections allow charities to engage with supporters in their community at a time when they are at home. Many donations received in this way are regular gifts, so it also helps charities to plan ahead.

Door-to-door fundraising gives potential donors a chance to support in a secure, convenient way through a one-off or regular gift.

I want to go straight to the code and read what it says about direct debit fundraising Read the code	I have a concern about a particular fundraising direct debit. Make a complaint

For the public

Door-to-door fundraisers need to have a permit from the local authority. This is the case whether they are collecting from homes or businesses. If you live in a Cold Call Control Zone (CCCZ) where fundraising is prohibited, or have a "no cold calling" sticker then door-to-door fundraisers can't knock.

Door-to-door fundraisers are legally allowed to knock until 9pm but cannot do so in groups of more than 2. Fundraisers cannot enter your home unless you invite them. If you clearly indicate that you do not wish to engage, fundraisers should politely leave.

Legitimate collectors should have an ID badge clearly displayed. This should state who they work for and a landline phone number for the organisation. This should be properly printed – not photocopied or handwritten.

To donate by Direct Debit you only need to give your account number and sort code. You should never give your card number, PIN or security code.

To see the rules on door-to-door collections, see the **Door Fundraising Rulebook**.

If you suspect a collection is not legitimate, contact the charity to see if they are collecting in your area. If the Charity is not aware of the appeal, report it to the police.

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Direct debit fundraising resources

RULEBOOK | 1 August 2017

Door-to-door fundraising rulebook

How fundraisers approaching households are expected to behave. It includes:
1. approaching households respectfully;
2. the time of day that fundraisers may knock; and
3. fundraisers' responsibilities regarding no-cold-calling zones and door stickers.

OPINION | 3 October 2017

Certification: demonstrating sustainable, professional and ethical fundraising

Peter Hills-Jones from the Institute of Fundraising discusses the importance of certification for professional fundraisers, including charities and companies carrying out regular giving campaigns.

INVESTIGATION | 24 November 2016

Decision: Neet Feet Ltd and eight charities

The Fundraising Regulator's decision following an investigation into Neet Feet Ltd and eight charities

INVESTIGATION | 5 July 2018

A complaint about misleading fundraising: Mr J

Mrs J complained that a charity was selling a product on the basis that "all proceeds" would go to them, and that this was false and misleading.

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J1355 Fundraising Regulator – Public Consultation

Focus Group Guide v1 05/12/18

Notes on the guide

The discussion is semi-structured and will be iterative and flexible - new routes of conversation may appear and will be followed up on as appropriate. The moderator will listen to participants' views, and will ask questions as and where needed. When asking questions the moderator will do so openly (unlike a survey) and if needed, probe on responses to facilitate discussions around the core areas.

Content	Timing
1. Introduction	**5 minutes**
• Welcome Back! Re-introduce Light & Shade Research • Explain the purpose of the focus group ○ A project consulting members of the public to understand their opinions on the standards applied to charity fundraising, how they are communicated, and the organisation that is responsible for these standards. • No right or wrong answers • Confidentiality – their views will be used, but not identifiable, MRS guidelines, audio recording • Explain context of wider FR consultation. • Materials to consider and respond to and the intention is that we can build up a more informed understanding of the key issues as the project progresses. Explain subsequent stages. • Ask respondent to introduce themselves to each other – name, occupation, family/home set-up.	
2. Recap on stage 1 interviews – and reminder of Fundraising Regulator	**10 MINS**

PRESENT SLIDE 2 FROM PRE TASK
ASK RESPONDENTS TO READ OUT THEIR RESPONSES TO Q1
• "In your **own words,** how would you describe the role of The Fundraising Regulator?"
• What **is** the FR responsible for?
• What isn't the FR responsible for?
• Based on their involvement in this project so far:
    ○ What words would they use to describe the FR?
    ○ What kind of organisation is it?
    ○ Why does it exist?
    ○ What are the benefits of having an organisation like FR?
ENSURE THE GROUP UNDERSTANDS THE ROLE OF FR	

3. Public expectations of Fundraising Regulator, fundraising standards, Fundraising Preference Service	**40 MINS**

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In stage 1 interviews, no one was previously aware of Fundraising Regulator.
Now that you are aware of Fundraising Regulator…
- How has awareness of FR impacted their perceptions of fundraising? Positive / negative?
- How has it impacted their own propensity to give to charities via fundraisers? Positive / negative?

Now that we have reminded ourselves of the Fundraising Regulator, I'd like to explore what we, as members of the public, expect from them within their remit
- Why do they think we need the FR? What does it add to the charity / fundraising landscape?

NOTE TO FR: BELOW IS WHAT WE CALL A DEPRIVATION EXERCISE TO UNDERSTAND VALUE AND PERCEPTIONS OF AN ORGANISATION

OBITUARY EXERCISE
- ***For this exercise we need to imagine that the Fundraising Regulator has 'passed away' and that we work in a newspaper obituary department. As a group please write a brief newspaper obituary about the passing of the Fundraising Regulator***
- Why will the FR be missed? And by whom?
- What will it most be remembered for? And by whom?
- What are the potential risks now that the FR does not exist? Risks to whom?
- Who or what is going to replace the job that FR did?
- How does the nation feel about the passing of the FR?

FOLLOW UP QUESTIONS
- If the FR did not exist, what would be the likely impact on them personally?
- And what about on others in society?

STANDARDS / RULES / REGULATIONS / RIGHTS AND THE CODE
- ***In the interviews people used a range of language to describe the standards that the FR sets. We'd like to explore this in a little more detail…***

MODERATOR USE SHOW-CARDS WITH: 'STANDRADS'; 'RULES'; 'RIGHTS'; 'REGULATIONS'; 'CODE'
- For each:
  - What do they associate with this word?
  - What expectations does this set?
  - Can they identify other organisations that use this word as part of what they do?
  - Have they ever interacted with an organisation that used this word? (e.g. ombudsman, other regulator, consumer rights organisations etc)
    - Why? What were their expectations? Were these met?

RANKING:
- Thinking about the role of the Fundraising Regulator, from the perspective of being members of public / donors / potential donors, which is their preferred language to use? FULLY EXPLORE RATIONALE FOR RANKING

As an organisation responsible for the regulation of fundraising…
- What do they, as members of public / donors / potential donors, expect from the Fundraising Regulator? **FLIP CHART RESPONSES**

SPONTANEOUS THEN PROMPT ON:
  - In terms of **setting the rules / standards? [use agreed language from previous exercise]**
  - In terms of **enforcing the rules / standards**? **[use agreed language from previous exercise]**
  - In terms of providing **access to the rules / standards** for the public? **[use agreed language from previous exercise]**

EXPECTATIONS OF THE CODE AS AN EXPRESSION OF THE STANDARDS:

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You will all be familiar with the Fundraising Code of Practice from the interviews and pre-tasks. As you know this is the way that the FR uses to express the standards in one document.

As part of the wider consultation that we referred to in the introduction to this project the FR has written a new introduction to the Code to inform readers what it is, what its purpose is, and who it applies to.

As part of your pre-task you read the introduction. Let's discuss it now.

CHECK RESPONSES TO INTRODUCTION TO THE CODE FROM PRE-TASK – SEE BELOW:
ASK RESPONDENTS TO DISCUSS THEIR ANNOTATED DOCUMENTS
- How easy / difficult to understand the **language** used
- How well / not well the document is **presented**
- How would they describe the **style** of this document
- How easy / difficult was it **to read** overall
- How **useful** they found this document as an introduction to the Code

FOR EACH:
- What would need to change to improve their perceptions?

SUMMARY:
- What words would they use to describe this introduction?
- What does it tell them about the Code?
- What expectations does this set for the Code?
- Who do they feel the Code is aimed at, based on the introduction? Is it aimed at them?
- What is missing from the introduction?

The Fundraising Preference Service
INTRODUCE THE SERVICE:
Fundraising Preference Service
*The **Fundraising Preference Service** allows people to control the nature and frequency of direct marketing communications that they receive from fundraising organisations registered in England, Wales and Northern Ireland.*
People can choose to stop receiving emails, telephone calls, addressed post and/or text messages from a selected charity or charities.
Any charitable organisation, higher education institution, museum or gallery can be identified on the Fundraising preference service.
- Were they aware of this service?
- How useful is this service?
- In which circumstances would they ever consider using it?
- Have they ever used the Telephone or Mail Preference Systems?
- How would they expect to access this service? What would they expect is involved?
  MODERATOR REFER TO CUSTOMER JOURNEY FROM FR WEBSITE TO PROMPT DISCUSSION
- Ideally how would this work? What would be the benefit?

4. The future for the public, expressing the fundraising standards for the public and the role of the FR website	**40 MINS**

EXPLAIN: *For the final part of our time together on this project we'd like to look to the future and establish how best the Fundraising Regulator can meet the needs of the public in relation to the standards and Code*	

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MODERATOR HAVE FR WEBSITE ON LAPTOP TO ASSIST RESPONDENTS TO DEMONSTRATE DURING THIS SECTION, IF REQUIRED

RECAP ON PRE-TASK
- In what circumstances would they / a member of the public want / need to access the Fundraising Standards / Code? Why?
- What would make this easy for them to do?

If they were in charge of designing how best to provide access to the standards and Code, what would this look like?
- Which channel(s)? **WE EXPECT THIS TO BE ONLINE BASED ON INTERVIEWS**

If access to the standards / code was via the Fundraising Regulator website…
- What is the key information that they would require as members of public / donors / potential donors?
    - REFER TO PRE-TASK P5 Q2
- What would be the ideal way of ensuring that members of public / donors / potential donors can easily find information that they require? [reference the above key information]
- Having attempted to find **if there is a rule on what clothing a fundraiser must wear if they are collecting donations on the street?**
- **Based on their experience of this task and the task in the interview, what actions would they take to make finding information on the Fundraising Regulator website easier?**
    - What can the FR learn from any difficulties they had finding information?
- Would they expect to…
    - Access the full Code? Download? View on screen? Print out?
    - Use Live Chat? Use a Chatbot?
    - Use keyword search?
    - Navigate to a specific aspect of Fundraising practice?
    - Enter a 'public' section of the website?
        - How would this ideally work?
        - What would be the key content in the public-facing part of the website?
        - How best should this be signposted [NOTE TO FR – from the interview stage we know that the current 'button' to press "I want to know more about fundraising" was very unclear]
- What else would be useful re: making the Fundraising Standards and Code available to the public?

THANK AND CLOSE AND PAY RESPONDENT EXPENSES / INCENTIVE

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Stage 2 Pre-task

A reminder about **The Fundraising Regulator…**

- The Fundraising regulator is an independent, non-statutory body that regulates fundraising across the charitable sector in England, Wales and Northern Ireland.
- They stand up for good fundraising practices, in order to protect donors and support the vital work of fundraisers.
- They work in partnership with other regulators and the representative bodies in the charitable and fundraising sectors to build public confidence and ensure consistent fundraising standards across the UK.
- The Fundraising Regulator are involved in all aspects of charities *raising* money through fundraising, but are not involved in other aspects such as looking into how they spend it, or whether they qualify to be a charity
- **Part of this is work is done** *by setting and promoting the standards for fundraising (in the Code of Fundraising Practice and associated rulebooks) in consultation with the public, fundraising stakeholders and legislators*

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Thinking about the introduction that you just read on the last page…

- In your **own words,** how would you describe the role of The Fundraising Regulator?
  _____
  _____
  _____

- If you wanted to read the **standards / rules / regulations that fundraisers need to meet** - what would make it easy for you to do so?
  _____
  _____
  _____

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Please read this short introduction to the Code of Fundraising Practice and highlight anything that is not clear…

The Code of Fundraising Practice ('the code') contains the standards expected of charitable fundraisers across the UK (*see also "Who the code applies to" below*). The standards were initially developed by fundraisers through the work of the Institute of Fundraising (IoF) and the Public Fundraising Association (PFRA). The code and the rulebooks were formally transferred to the Fundraising Regulator at its launch on 7th July 2016.

The Fundraising Regulator is the independent regulator that sets, revises and enforces the code in consultation with the public, fundraising stakeholders and other regulators.

Fundraising, for the purposes of the code, means soliciting or otherwise procuring money or other property for charitable, benevolent or philanthropic purposes.

The purpose of the code

The Charity Commission for England and Wales, the Office of the Scottish Charity Regulator (OSCR) and the Charity Commission for Northern Ireland emphasise the responsibility of charities and their trustees to ensure that their fundraising is carried out lawfully and does not put the charity's reputation at risk.

The code is designed to:

- promote a consistent, high standard of fundraising;
- ensure charitable organisations, their governing bodies and fundraisers know what is expected of them both in terms of the law and the professional standards developed with the sector;
- clarify the rules that the Fundraising Regulator uses when considering complaints;
- provide a benchmark for organisations and fundraisers to assess their practices and identify training, monitoring and policy priorities for their fundraising; and
- foster a culture of honesty, openness and respect between fundraisers and the public.

Who the code applies to

This code applies to fundraisers and in the code the terms "fundraiser" and "you" (and "your") are, unless otherwise stated, used to mean both "charitable organisations" soliciting money or other property for their purposes, or "third party" fundraisers authorised by a charitable organisation to ask for donations on its behalf. They may be volunteers, paid professional fundraisers or commercial partners if they are fundraising.

In the code the term "charitable organisations" is used to mean charities (registered or unregistered) and voluntary organisations established for purposes which may not be strictly charitable, but which are benevolent or philanthropic.

In sections 2 and 3 the term "volunteer" is also used mean an unpaid third party fundraiser. The term "connected volunteer" means a volunteer who works with a charitable organisation to raise funds on its behalf and in its name and an "independent volunteer" means a volunteer raising funds for a charitable organisation independently of the charitable organisation but with its knowledge and often using materials provided by the charitable organisation to such volunteers.

Thinking about the code of practice that the Fundraising Regulator publish…

- What reasons do you think members of the public might have to look at this code?

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_____
_____

- What three things would it be most important for you to see on this code of practice?

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Finally, we'd like you to visit The Fundraising Regulator's website and try and find out some information

This is just an exercise, there is no need to contact anybody, just see if you can find something out from the Fundraising Regulator's website

First, go to the homepage: fundraisingregulator.org.uk/

- Now, using just this site, can you find out **if there is a rule on what clothing a fundraiser must wear if they are collecting donations on the street? If so, what is it?**
  _____

1) Could you find the information you were looking for?
_____

2) Would you prefer a different way to find this information out? If so, what?
_____
_____

3) How easy of difficult did you find this task? Why do you say that?
_____
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APPENDIX B – QUANTITATIVE QUESTIONNAIRE

J1355 Fundraising Regulator – Consumer Insight Research

Quantitative Questionnaire – V4 – 10th Jan

ASK ALL

Q1. Do you or any of your close family or friends work for a charity, either as a paid employee, a trustee, a volunteer or member of a charity's executive or management committee?

Yes –volunteer	1
Yes – paid employee	2
Yes – trustee	3
Yes – member of charity's executive or management committee	4
Yes – in some other way	5
None of these	X

ASK ALL

Q2 Thinking about making donations, of time or money to charities. Which of the following, if any, have you done in the past 12 months and which longer ago?

PLEASE CODE ALL THAT APPLY

	Within the Last 12 months	Longer ago than 12 months
Made a one off donation of money	1	1
Made a repeat donation of money (eg: direct debit)	2	2
Donated goods (e.g. clothes)	3	3
Volunteered your time	4	4
None of the above	X	X
Don't know / not sure	V	V

ASK ALL

Q2A   And which, if any, do you intend to do in the NEXT 12 months?

PLEASE CODE ALL THAT APPLY

Make a one off donation of money	1
Make a repeat donation of money (eg: direct debit)	2
Donate goods (e.g. clothes)	3
Volunteer your time	4
None of the above	X
Don't know / not sure	V

ALL GIVING IN THE LAST 12 MONTHS (CODE 1 or 2 at Q2 col1) – REST GO TO Q4

_____

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Q3 You say that have given money to a charity, in the past 12 months. Which of the following best describes the method through which you made that donation? [CODE ALL THAT APPLY]

I was approached by a charity fundraiser in public to ask for money for a charity	1
I responded to an appeal by email, text, post or telephone	2
I was approached by a charity fundraiser at my home to ask for money for a charity	3
I responded to an appeal on TV/radio	4
I arranged the donation myself, not in response to any approach from a charity fundraiser	5
Some other way [DO NOT SPECIFY]	6
I don't remember	7 (SP)

ASK ALL

Q4 Thinking now about FUNDRAISERS, [by fundraisers we mean **someone who asks for money for a charity]** Overall, how much would you say that you TRUST Fundraisers?

I have a VERY HIGH level of trust	1
I have a FAIRLY HIGH level of trust	2
I NEITHER TRUST NOR DISTRUST them	3
I have a FAIRLY LOW level of trust	4
I have a VERY LOW level of trust	5
Don't know	X

ASK ALL

Q5   **Thinking now of the REGULATION of fundraising – that is, looking at the conduct of fundraisers and making sure that they are fundraising appropriately. Are you aware of any organisation in the UK that does this?**

Not aware of any regulator	1
Aware – PLEASE WRITE IN NAME(S)	2

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ASK ALL

Q6   Below is a list of regulatory organisations, which, if any of these had you heard of before today?

  Please include any you may have mentioned at the last question

[ALLOW MULTICODE APART FROM 'NOT AWARE' and 'DON'T KNOW']

ROTATE ORDER

Financial Conduct Authority (FCA)	1
Advertising Standards Authority (ASA)	2
Trading Standards	3
Charity Commission	4
Fundraising Regulator	5
Office of the Information Commissioner	6
Ofcom	7
Ofsted	8
Not aware of any of these	X
Don't know / not sure	Y

ALL CODING FR AT Q6 REST GO TO Q8

Q7 You mentioned that you are aware of THE FUNDRAISING REGULATOR. Which of the following apply to you?

(Please code all that apply) MP

I have just heard the name, nothing else [SINGLE CODE]	1
A fundraiser told me about them	2
I have read / heard about them in the media	3
I have visited their website	4
I have seen their logo	5
I have contacted them	6
Something else (SPECIFY)	7
Don't know	X

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ASK ALL

Q8 The Fundraising Regulator is an independent body that regulates fundraising across the charitable sector.

They work to ensure the public can trust fundraising, they protect donors from poor fundraising practices and they support the work of fundraisers

They also ensure consistent fundraising standards across the UK.

Based on this description, how IMPORTANT would you say it is that the Fundraising Regulator does this job?

Very important	1
Fairly important	2
Neither important nor unimportant	3
Fairly unimportant	4
Not at all important	5
Don't know	X

ASK ALL – SHOW DEFINITION OF FR FROM Q8:

Q9 Knowing now that fundraisers [someone who asks for money for a charity] are regulated by The Fundraising Regulator, would you say you are now…

Much more likely to trust a fundraiser	1
A little more likely to trust a fundraiser	2
It would make no difference to my trust	3
A little less likely to trust a fundraiser	4
Much less likely to trust a fundraiser	5
Don't know	X

ASK ALL

Q10   Please read this definition of the Fundraising Regulator's Code of Practice:

The Code of Fundraising Practice sets out the rules expected of fundraisers across the UK to make sure that they are fundraising appropriately.

Based on this description, how IMPORTANT would you say it is that the Code of Fundraising Practice exists?

Very important	1
Fairly important	2
Neither important nor unimportant	3
Fairly unimportant	4
Not at all important	5
Don't know	X

_____

ASK ALL – SHOW DEFINITION OF CODE OF PRACTICE FROM Q10: The Code of Fundraising Practice sets out the rules expected of fundraisers across the UK to make sure that they are fundraising appropriately.

Q11 Knowing now that fundraisers [someone who asks for money for a charity]   must follow the rules set out in the Fundraising Code of Practice. Would you say that you are now…

Much more likely to trust a fundraiser	1
A little more likely to trust a fundraiser	2
It would make no difference to my trust	3
A little less likely to trust a fundraiser	4
Much less likely to trust a fundraiser	5
Don't know	

The Code of Fundraising Practice sets out the rules expected of fundraisers across the UK to make sure that they are fundraising appropriately.

By committing to meet the rules set out in the Fundraising Code of Practice, fundraisers are entitled to display the Fundraising Regulator logo

Q12 How important is it to you that a fundraiser who is committed to meeting the rules displays the Fundraising Regulator logo?

Very important	1
Fairly important	2
Neither important nor unimportant	3
Fairly unimportant	4
Not at all important	5
Don't know	X

ASK ALL

Q13 The Code of Fundraising Practice is available to the public. In which of the following situations, if any, might you want to refer to the code? [MP]

[RANDOMISE ORDER]

If you wanted to check whether a charity fundraiser was genuinely operating on behalf of the charity	1
If you were concerned that a charity fundraiser had applied undue pressure to ask you for a donation	2
If you were concerned that a charity fundraiser had applied undue pressure to ask someone you know for a donation	3
If you were concerned about the general conduct of a charity fundraiser	4
If you wanted to check whether a charity fundraiser had done something that is not permitted	5
If you wanted to check whether a charity fundraiser was allowed to call at your door	6
If you wanted to make a complaint about a charity fundraiser	7
If you wanted to fundraise on behalf of a charity	8
If you were concerned that your personal information had been shared with another organisation without your permission	9
Other circumstances [SPECIFY]	10
WOULD NOT WANT TO REFER TO THE CODE	X
Don't know	Y

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ASK ALL

Q14   Please read this definition of the Fundraising Preference Service.

The Fundraising Preference Service is a web based service that allows people to stop receiving emails, telephone calls, addressed post and/or text messages from a selected charity or charities that they no longer want to hear from.

Before today, had you heard of the Fundraising Preference Service?

Yes – heard of it before today	1
No - not heard of it before today	2
Don't know	X

ASK ALL

Q15   Based on this description, how IMPORTANT would you say it is that the Fundraising Preference Service exists?

[DISPLAY DESCRIPTION OF FPS - The Fundraising Preference Service is a web based service that allows people to stop receiving emails, telephone calls, addressed post and/or text messages from a selected charity or charities that they no longer want to hear from.]

Very important	1
Fairly important	2
Neither important nor unimportant	3
Fairly unimportant	4
Not at all important	5
Don't know	X

ASK ALL

Q16   How likely do you think it is that you would sign up for this service… FOR YOURSELF, OR FOR SOMEONE ELSE (such as a family member)? [MP]

	FOR MYSELF	FOR SOMEONE ELSE
Already have signed up	1	1
Very likely to	2	2
Fairly likely to	3	3
Neither likely nor unlikely to	4	4
Fairly unlikely to	5	5
Very unlikely to	6	6
Don't know	7	7