



FUNDRAISING
REGULATOR

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Standards and Policy

Rule Book

Door-to-door fundraising

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1 How to use the Fundraising Regulator's Rule Book

Face-to face fundraising is the solicitation of a regular gift to charity, usually by direct debit or standing order. The purpose of this *Rule Book* is to set out the standards expected of face-to-face fundraisers operating door-to-door.

The standards were originally developed by the fundraising community through the work of the Public Fundraising Association (PFRA). In 2015, a Review of Fundraising Regulation chaired by Sir Stuart Etherington recommended that responsibility for the rulebooks be transferred to a new Fundraising Regulator to safeguard the independence of fundraising regulation. The street and door-to-door rulebooks were transferred to the Fundraising Regulator at its launch on 7th July 2016 and a new rulebook for private site fundraising was introduced in August 2017. Decisions on changes to the rulebooks are made by the Fundraising Regulator's Board based on recommendations from its Standards Committee.

The rules in the Private Sites Rule Book are binding on face-to-face fundraisers operating on Private Sites.

The rules in the Street Fundraising Rule book are binding on members of the site management system operated by the IoF Compliance Directorate.

The rules in the Door-to-Door Rule Book are binding on door-to-door fundraisers.

Rules are grouped into two categories:

- **Rules for Fundraisers**, relating to the conduct of fundraisers engaging with the public (prefixed "Fr", e.g. Fr1, Fr2)
- **Rules for Operational Staff**, relating to wider organisational practices (prefixed "Op", e.g. Op1)

NB: This document only includes those operational rules overseen by the Fundraising Regulator – a full list of rules for operational staff, including those relating to the administration of the IoF's diaries and Site Management Agreements for street-based fundraising can be found at <http://www.institute-of-fundraising.org.uk/regulation-and-compliance/>.

Legal requirements

Alongside compliance with the rulebooks it is the duty of fundraising organisations and fundraisers to ensure that their fundraising practices and those of any organisations they sub-contract are compliant with the Fundraising Regulator's [Code of Fundraising Practice](#). Latest guidance on current legislation can be found at www.fundraisingregulator.org.uk and www.institute-of-fundraising.org.uk.

2 Rules for Fundraisers

RULE Op4*: Standard Door-to-Door Operating Hours

Fundraising **MUST NOT** commence before 9am Monday to Saturday or before 10am on Sundays and public holidays, or after 9pm, on any day or date.

RULE Fr1: Best Behaviour

While on duty, fundraisers **MUST NOT**:

- act in any way that might reasonably cause members of the public to be or become startled or anxious
- act dishonestly or manipulatively, or deliberately seek to make a potential donor feel guilty
- act in any other way that a reasonable person might judge brings the charity they are representing into disrepute¹. This includes but is not limited to:
 - smoking or drinking alcohol in charity branded clothing
 - taking or being under the influence of illegal drugs
 - lewd or aggressive behaviour, including swearing in charity branded clothing
 - exerting undue pressure on members of the public to donate
 - exploiting their position for personal gain (eg. soliciting a job offer, propositioning someone for a date, or seeking a discount on goods or services)
 - any other behaviour that harms the reputation of the fundraising profession or the charity being represented in the eyes of the public

RULE Fr2: Managing Vulnerability

Fundraisers **MUST NOT** sign up any person at any time who they may have reasonable grounds for believing, in the course of their engagement with the individual, that they are in vulnerable circumstances which mean they are unable to make an informed decision to donate. These may include, but are not limited to:

- physical and mental medical conditions
- disability
- learning difficulties
- times of stress or anxiety (e.g. bereavement, redundancy)
- financial vulnerability (where a gift from a donor may impact on their ability to sufficiently care for themselves or leave them in financial hardship)
- Proficiency in English
- influence of alcohol or drugs

Fundraisers **MUST NOT** sign up any person under 18 years of age.

¹ For the purposes of clarification, the mere presence of a fundraiser or fundraisers in a location cannot be construed as 'bringing into disrepute'.

Further guidance can be found here:

<http://www.institute-of-fundraising.org.uk/library/treatingdonorsfairly/>

RULE Fr3: Solicitation Statements

Fundraisers **MUST** make legally compliant solicitation statements. In all cases, the solicitation statement **MUST** be made before any financial details relevant to the transaction are requested by the fundraiser.

For guidance, please see here: <https://www.fundraisingregulator.org.uk/10-0-solicitation-statements/>

RULE Fr4: Conduct of entry

Fundraisers **MUST** only knock the front door or main entrance to a house (usually the closest or most directly accessible entrance from a street), unless directed otherwise by a resident.

Also, extra care should be taken when visiting households after dark. If accessing isolated locations, Fundraisers should consider whether the visit could cause unnecessary anxiety to residents (see rule Fr1 above).

Where a fundraiser has to buzz for entry to a building containing multiple residences, fundraisers **MUST** buzz each flat individually and speak to the resident to gain access.

RULE Fr5: Deliberate Obstruction

Fundraisers **MUST NOT** impede homeowners from shutting their door, for instance by putting a foot in the door.

RULE Fr6: Consent for future contact

During the sign up process, if obtaining consent for the charity to send communications to them in the future, fundraisers **MUST** clearly explain to members of the public that they can choose to give or withhold consent to future marketing contact.

Fundraisers **MUST** ensure that members of the public understand the method and purpose of contact they are consenting to. Consent **MUST** be unambiguous, freely given, specific and informed.

Fundraisers **MUST** collect a positive indication of the choices selected, such as providing a signature.

RULE Fr7: Immediate Termination

Fundraisers **MUST NOT** initiate a conversation or continue to engage a member of the public if that person clearly indicates – by word or gesture – that they do not wish to be engaged.

RULE Fr8: Committed Giving

Fundraisers **MUST NOT** suggest to any member of the public that the engagement they are attempting to initiate is ‘without commitment’. By definition, all engagements are ultimately ‘about long-term commitment’.

Where the fundraising approach involves a follow-up call (such as prospecting or “2-step” text fundraising), fundraisers **MUST** seek consent from members of the public to be contacted a second time to solicit a regular donation following their initial engagement.

RULE Fr9: Financial Ask Transparency

Fundraisers **MUST NOT** suggest to any member of the public that the engagement they are attempting to initiate is “not about money” or that they are “not fundraising”. By definition all engagements are likely to be ultimately ‘about money’.

RULE Fr10: I.D. Visibility

ID badges **MUST** include the identity of a fundraiser, who they work for and a phone number for the relevant Charity or Agency.

In order to facilitate this, ID **MUST**:

- be clearly displayed
- be in the form of a badge secured about the upper front part of the fundraiser’s torso
- be of not less than credit-card size
- be signed or in some other way authorised (company seal or stamp) by the employing Agency and/or commissioning Charity

Fundraiser identification should be accessible for people with visual impairments. Guidance can be found at <https://www.abilitynet.org.uk/quality/documents/StandardofAccessibility.pdf>

RULE Fr11: Entry to households

Fundraisers **MUST NOT** enter households at any time, unless at the express invitation of the resident.

Secondary (‘two-step’) interactions with households **MUST NOT** take place outside standard operating times (see rule Op4), unless at the express and prior invitation of each individual household being visited.

RULE Fr12: Numbers of Fundraisers

Fundraisers **MUST NOT** approach a door in groups of more than 2 at a time. This includes trainee fundraisers.

RULE Fr13: Cold Call Control Zones

Fundraisers **MUST NOT** enter Cold Call Control Zones (CCCZs) that have been set up according to Chartered Trading Standards Institute guidelines.

RULE Fr14: Stickers

Fundraisers **MUST NOT** knock on a door which clearly displays a sticker that explicitly states “no cold calling” “no cold callers”, “no charities”, “no charity canvassers” or “no charity fundraisers”.

3 Glossary

The following glossary provides the Fundraising Regulator’s interpretation of the key terms used within the rulebook.

Approach

Any attempt to engage with a member of the public with the intention of soliciting Direct Debit donations or contact details.

“Deliberately”

Intentionally, as opposed to accidental, or caused by the actions of others.

Fundraiser

An individual who raises money or collects details of members of the public ('prospects') for a charity.

“Obstruct”

Any deliberate action that causes a person to:

- involuntarily stop
- suddenly change direction in order to get past the fundraiser and continue their journey.

Obstruction does not apply to people who choose to alter their direction of travel (by crossing the road, for instance) so as not to engage with a fundraiser.

Prospecting

An activity where only the contact details of members of the public are collected, for subsequent contact by the charity, rather than the bank details necessary to set up a Direct Debit mandate (or similar committed gift). Prospecting and prospectors are included where this document refers to fundraising or fundraisers.

Subcontractor

A company undertaking work according to a secondary contract agreed with a main contractor.

Team Leader

The team leader is the person within the fundraising organisation who has immediate and on-site supervision of the activity (e.g. manages the team, ensures sites are appropriately and safely used, ensures appropriate conduct of fundraisers/agents and understands the charity's complaints process). Alternatively, in the case of door-to-door fundraising, the team leader can be the person within the agency or the charity who supervises the activity but may not be on site. The team leader might not always be actively fundraising.

4 Compliance – roles and responsibilities

Where the Fundraising Regulator receives an allegation from a member of the public that a fundraiser has breached this rulebook or the Code of Fundraising Practice, the complaint will

be considered by the Regulator following the process as set out in in the Regulator's Complaints, Investigations and Remedies policy. A fuller description of how the Fundraising Regulator works with the IoF to ensure good fundraising practice can be found in their [Memorandum of Understanding](#).