



FUNDRAISING
PREFERENCE
SERVICE

CONTROL YOUR COMMUNICATIONS

HAVE YOUR SAY RESULTS

Many thanks for your participation over the last 8 weeks. The information received has been fed in to the final stages of development of the Fundraising Preference Service website and helpline. Due to the success of the 'Have Your Say' we may want to ask a few further questions once the service has launched to the public before deleting all contact details from our system. All details will be deleted after 6 months.

In the meantime, here is a brief summary outlining some results from this online survey for your information. We are now approaching the final testing phase and look forward to showing you the live service which you have helped shape when we launch in early July.

A total of 1133 representatives from charities and the public took part in our survey

In the first week, we asked respondents to choose their preferred name for the service and 'Fundraising Preference Service' came out on top.

38% Fundraising Preference Service
37% Charity Contact Service
25% Control Your Communications

Each week we asked a series of questions for people working in the charity sector and for members of the public:

97% said it would be useful for the FPS website to link to information on services such as the MPS and TPS

90% of the public are familiar with using authentication codes



FUNDRAISING
REGULATOR

60%

of the public know where to find a registered charity number



The MAJORITY

Of charity staff preferred to learn through training videos

68%

of charities could stop communication via post within 1 month

76%

of the public expect charities to stop all forms of communication within 1 month

How would you access the service?



Computer



8%

Telephone



Tablet



Smartphone

The service we will be offering is all about helping the public to opt-out of fundraising communications from charities which they no longer wish to have. If you were going to look for this service on Google, what search terms do you think you would be most likely to use?

name email chuggers marketing cancel unsubscribe appeals cold
 junk opt-out **charity** phone giving communications
 service receiving stop donation fundraising
 preference telemarketing telephone letters calls solicitation fps
 pressure contacting regulator nuisance support appeals opt

These results have allowed us to further understand how the public and charity sector think the Fundraising Preference Service should be developed. Thanks again for your participation.



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