



Fundraising regulation and the IoF's Code of Practice

Daniel Fluskey, Head of Policy and Research

Self-regulation of fundraising



What if charities break the code?



Set the Code

Expect members to follow it

Do not enforce the Code, make rulings, or sanction



Take complaints from members of the public

Make judgments according to the IoF Code

Sanction charities:

- Apology
- Training
- Withdraw fundraising material

Setting the Standards

- Code of Fundraising Practice
- **Legal, Open, Honest, Respectful**
- Guidance

MUST = a legal requirement

OUGHT = a standard set by IoF

MUST	OUGHT
OUGHT NOT	MUST NOT

<http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/>

Must or Ought?

Organisations _____ employ all best efforts to avoid soliciting regular donations, such as Direct Debits, from under _____

Must or Ought?

Organisations **OUGHT** to employ all best efforts to avoid soliciting regular donations, such as Direct Debits, from under **18s**

Must or Ought?

- Fundraising materials _____ to pressurise potential donors but can use reasonable persuasion
- Collectors on the street _____ to avoid causing obstruction, congestion and nuisance to the public

Must or Ought?

- Fundraising materials **OUGHT NOT** to pressurise potential donors but can use reasonable persuasion
- Collectors on the street **OUGHT** to avoid causing obstruction, congestion and nuisance to the public

A few more oughts....

Fundraisers **OUGHT NOT** to denigrate other individuals or organisations.

Organisations **OUGHT NOT** to exaggerate facts relating to the potential beneficiary.

Organisations **OUGHT** to have a complaints procedure

Donors in vulnerable circumstances

Guidance for fundraisers:

Responding to the needs of people in vulnerable circumstances and helping donors make informed decisions



www.institute-of-fundraising.org.uk/treatingdonorsfairly

IoF Code of Practice - Dec 2014

- “Fundraisers OUGHT to take *all reasonable steps* to treat a *donor fairly*, enabling them to make an *informed decision* about any donation. This OUGHT to include taking into account the *needs* of any potential donor who may be in a *vulnerable circumstance* or require *additional care and support* to make an *informed decision*.”
- “Fundraisers OUGHT NOT to exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any point in time.”

Treating donors fairly

- Our approach:

Every individual is different and every fundraising interaction will be different

Not possible or appropriate to give definitive and prescriptive rules that cover every situation

Fundraisers and charities need to use their own judgment on how to act appropriately, which this guidance aims to support

Inclusive – not treating people differently based on their appearance or personal characteristics (e.g., disability or age).

Making the most of digital donations?

- What are online giving platforms and how do they work?
- How to assess the right method of taking donations via a third party site
- Processes and considerations when using online platforms
- Understanding the risks – due diligence and security
- Best practice tips and case studies



More information

- Introductory videos <http://www.institute-of-fundraising.org.uk/guidance/five-minute-fundraiser/>
- Code of Practice <http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/>
- Frequently asked questions <http://www.institute-of-fundraising.org.uk/guidance/frequently-asked-fundraising-questions/>

Contact us: policy@institute-of-fundraising.org.uk