



**Chartered  
Institute of  
Fundraising**

## Door-to-Door (regular giving & lottery) Fundraising



## Rules for Fundraisers

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### **FR1: Best Behaviour**

**7.1.1** While fundraising you must behave in a way which reflects well on the charitable institution and fundraising in general. For example, you must not act in a way that:

- could reasonably upset or cause anxiety to potential donors;
- is dishonest or manipulative, or tries to make potential donors feel guilty; or
- could damage the reputation of the charitable institution or fundraising in general, including:
  - using inappropriate language or behaving in a crude or aggressive way;
  - smoking, vaping, drinking alcohol and so on; and
  - using your position for personal gain.

**7.1.2** You must be clear and honest about your intention to fundraise when approaching potential donors. For example, if you are fundraising you must not say that a conversation is 'not about fundraising' or lead the person to believe you are asking for a one-off donation if you are asking for regular gifts.

#### ***Sanction***

The penalty is 100 points **per incident**

### **FR2: Informing Donors and Treating People Fairly**

**1.2.1** Your fundraising must not mislead existing or potential donors. This includes by:

- leaving out information;
- giving inaccurate or unclear information; or
- exaggerating details.

For example, you must not claim a donation will be used for a restricted purpose (such as buying a piece of medical equipment or helping a particular child) if it may be used for another purpose.

**5.2.3** You must give appropriate consideration to the needs of existing or potential donors who may be in vulnerable circumstances or need extra care and support to make an informed decision. This includes:

- not accepting a donation if you know, or have reason to believe, that a person cannot make an informed decision to donate; and
- returning a donation if you discover that the donor could not make an informed decision at the time of the donation. You are not expected to assess every existing or potential donor's capacity to make an informed decision. However, fundraisers should be alert to signs that someone lacks the capacity to make an informed decision and support them appropriately.

**5.2.4** You must take all reasonable steps to avoid asking for regular donations (for example, by direct debit) from anyone aged under 18.

**Gambling Commission LCCP** If a member of the public has indicated that they would like to discuss self-exclusion from participation in gambling, arrangements should be made for them to

speak to someone appropriate as soon as possible. If a member of the public is certain that they wish to self-exclude and does not wish to wait until they have spoken to a suitably trained and experienced member of staff, then they should be able to do so at once. In these circumstances the fundraiser must not sign them up for any lottery products and must take the appropriate action to assist them to self-exclude.

Guidance can be found here

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

Also see Gambling Commission LCCP

<https://www.gamblingcommission.gov.uk/for-gambling-businesses/Compliance/LCCP/Licence-conditions-and-codes-of-practice.aspx>

### ***Sanction***

The penalty is 100 points **per incident**

## **FR3: General Behaviour**

**1.1.1** Your fundraising must be legal, open, honest and respectful. If you are found to have broken the law while fundraising, you will not have kept to rule 1.1.1 and action may be taken against you.

**1.1.2** You must take all reasonable steps to make sure your fundraising is carried out in a way that reflects positively on fundraising in general. This includes:

- not unreasonably intruding on a person's privacy;
- not putting undue pressure on a person to donate;
- not using unreasonably persistent approaches; and
- accepting a request to end an interaction.

**1.1.3** You must not unfairly criticise or insult other people or organisations.

### ***Sanction***

The penalty is 100 points **per incident**

## **FR4: Asking for Support**

**1.1.4** You must not encourage an existing or potential donor to cancel or change an existing donation in favour of a donation to another charitable institution.

### ***Sanction***

The penalty is 100 points **per incident**

## **FR5: Solicitation Statements**

**2.5.1** You must make sure solicitation statements are clear, accurate and up to date.

**2.5.2** You must make a solicitation statement before you ask for any financial details relating to a donation.

### ***Sanction***

The penalty is 200 points **per incident**

## **FR6: Fundraiser Visibility**

**7.4.4** You must make sure that fundraisers can be clearly identified as representing your charitable institution. Fundraisers should be identifiable by clothing that clearly displays the charitable institution's branding.

### ***Sanction***

The penalty is 50 points **per fundraiser, per day**

## **FR7: I.D. Visibility**

**7.4.5** You must make sure that your fundraisers have appropriate identification for the activity they are carrying out.

All ID badges must:

- be at least the size of a credit card;
- be displayed in a place where potential donors can see them clearly (usually on the upper front part of the fundraiser's body);
- not have been tampered with; and
- be accessible to people with sight difficulties (for example, the information on the ID badge could be available in large print).

All ID badges must contain:

- the identity of the fundraiser;
- a recent photograph of the fundraiser;
- a signature or other authorisation (such as a company stamp) from the charitable institution or the professional fundraiser who employs the fundraiser; and
- the name of, and contact details for, the charitable institution the fundraiser is collecting for or the third party who employs the fundraiser.

### ***Sanction***

The penalty is 50 points **per fundraiser, per day**

## **FR8: Conduct of Entry**

**7.3.2** You must approach properties and residents respectfully. This includes:

- taking extra care when visiting properties after dark or in isolated locations;
- not approaching properties in groups of more than two fundraisers at a time;
- only knocking on the front door or main entrance unless a resident asks you to knock somewhere else;
- not asking to enter a property and only entering if you are given clear permission by a resident;
- not using permission from one resident to enter a building which contains separate properties (such as a block of flats) as permission to approach other properties in the

building; and

- not stopping residents from shutting their door (for example, by putting your foot in the doorway).

***Sanction***

The penalty is 100 points **per incident**

## **FR9: No Cold Calling Zones**

**CIOF RULE** You must not cold-call in an area where a No Cold Calling Zone has been established legitimately the terms of which include charitable collections not being permitted.

***Sanction***

The penalty is 100 points **per incident**

## **FR10: Stickers and Signs**

**CIOF RULE** You must not knock on the door of any property that displays a sticker or sign which includes the words 'no cold-calling', 'no cold-callers', 'no charities', or 'no charity fundraisers'.

***Sanction***

The penalty is 100 points **per incident**

## **FR11: Lottery Explanation**

**Gambling Commission LCCP** When signing up members of the public for lottery products, fundraisers must explain which charity(s) will benefit from the activity, the amount and frequency of payments, when lottery draws take place and how winners are notified.

***Sanction***

The penalty is 100 points **per incident**

## **Rules for Operational Staff**

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### **OP1: Solicitation statement submission**

**CIOF RULE** Before commencement of a new campaign, members must submit their planned solicitation statement (including the notifiable amount) to CIOF Public Fundraising which will review the statement and confirm that it is legally compliant, or provide feedback on the statement within 1 working day of receiving it. Solicitation statements must also be submitted to CIOF Public Fundraising for review annually if used in a rolling campaign and whenever the wording is updated.

Further information on solicitation statements can be found at [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

***Sanction***

The penalty is 100 points **per campaign**.

### **OP2: Sub-contractors**

**CIOF RULE** All Agency members that employ limited companies as sub-contractors to deliver any part of their F2F donor volumes must:

- provide CIOF Public Fundraising with the name and location of each and every such sub-contractor **throughout the entire supply-chain**, so that CIOF Public Fundraising can reliably confirm their status, and refer matters accordingly, in the event of quality comments or complaints
- include in their contractual arrangements a clear requirement for each and every such sub-contractor **throughout the entire supply-chain** to comply with CIOF rules, in the same manner as if they were the lead member contracting them.

**Sanction**

The penalty is 100 points **per incident**.

### **OP3: Confirmed access**

**7.4.1** You must make sure you have appropriate permission before starting your fundraising activities and that your activities meet the requirements of the licence, permit, exemption order or permission which applies to them.

**Requirements of licences and permits**

The requirements of licences and permits vary but, in general, you will be expected to:

- apply to the relevant authority in good time before the collection is due to take place;
- only fundraise on the dates, at the times and in the areas that are allowed;
- carry out appropriate due diligence on fundraisers;
- make sure fundraisers meet minimum-age requirements; and
- provide the necessary official materials and appropriate authorisations to fundraisers.

Some licences and permits may also require you to provide the names and details of individual fundraisers in an area. Some charitable institutions will provide a certificate of authority to volunteers or collectors to show they are legitimate fundraisers.

**7.4.3** You must make sure fundraisers have the appropriate official materials and any formal authorisation needed to carry out their fundraising.

Further information on exemption orders can be found at:

<https://www.gov.uk/government/publications/national-exemption-order-scheme>

<https://www.communities-ni.gov.uk/articles/house-house-charitable-collections-exemption-orders>

<https://www.oscr.org.uk/guidance-and-forms/fundraising-guidance-for-charity-trustees/public-collections-and-exempt-promoters>

**Sanction**

The penalty is 100 points **per incident**.

### **OP4: Standard Door-to-Door Operating Hours**

**7.3.3** You must carry out door-to-door collections at appropriate times. Unless your licence or an exemption order says otherwise, these are:

- between 9am and 9pm, Monday to Saturday; and
- between 10am and 9pm on Sundays and public holidays.

If you need to make a second visit to a property for your collection, you can only do this outside the above times if you have permission from the resident.

***Sanction***

The penalty is 100 points **per team, per day**.

**OP5: Lottery Fundraising Operations**

**Gambling Commission LCCP** Lottery fundraising operations must ensure that their activities exclude criminal behaviour, are conducted in a fair and open way; and that children and other vulnerable persons are protected from harm or exploitation from gambling. These operations must also meet all relevant gambling regulations, licence conditions and codes of practice.

***Sanction***

The penalty is 200 points **per incident**.