



Private Site (regular giving and lottery) Fundraising

Rules for Fundraisers

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: The Three Step Rule

7.2.1 You must avoid approaching the public at unsuitable moments. For example, when they are:

- in a queue or sitting down, unless they are at your promotional stand or waiting to take part in your fundraising activity; or
- clearly working or carrying out official duties.

The ‘three step’ rule:

If you have approached a member of the public, you must:

- not take more than three steps alongside them or follow them; and
- if they have not come to a stop within the three steps allowed, you must end your attempt to talk to them. If you have successfully started a conversation with a person, you can take more than three steps to escort them to a promotional stand or to a different part of a promotional stand.

Sanction

The penalty is 100 points **per fundraiser, per incident**

FR9: Deliberate Obstruction

CIOF RULE You must avoid causing an obstruction, congestion and nuisance to the public. You must not deliberately block the path of members of the public.

Sanction

The penalty is 100 points **per fundraiser, per incident**

FR10: Fundraiser Positioning

7.2.2 You must treat the locations where you are fundraising with respect and must not leave bags or other property unattended, or cause an obstruction or nuisance to the public or other businesses. For street collections and collections on sites managed by a local authority, this includes not positioning yourself within three metres of:

- a shop entrance;
- a pedestrian crossing;
- a cash machine;
- a station entrance;
- a market stall; or
- a street trader, vendor or busker.

If you have a stand for your collection, you must remain within sight of it.

For private-site collections booked with a retailer, you must work within one metre of the promotional stand (or equivalent). If the collection is taking place at a shopfront, the promotional stand must be no more than one metre away from the shopfront.

Sanction

The penalty is 100 points **per fundraiser, 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

OP1: Private Site Bookings

CIOF RULE You must make sure you have appropriate permission before starting your fundraising activities and that your activities meet the requirements of that permission. Permission must be accurate, recorded and expressly given. Records must be kept for a minimum of 28 days after the activity has ended, and must include the contact information used to gain permission.

Sanction

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

OP2: Solicitation statement submission

CIOF RULE Before starting a new campaign, members must submit their planned solicitation statement (including the notifiable amount) to CIOF Public Fundraising who 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

Sanction

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

OP3: 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 the 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 all CIOF Public Fundraising rules, in the same manner as if they were the lead member contracting them.

Sanction

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

OP4: Private Site lists

CIOF RULE Private Site lists must include the name of the venue, the full address and postcode, the name of the charity represented, the type(s) of fundraising due to take place and the specific dates that the venue will be used. All the information contained therein must be accurate.

Private sites lists must be submitted using the generic template provided unless an alternative format has been agreed upon.

Private sites lists must not include venues owned or managed by the charity benefiting from the fundraising activity, ticketed events or any other locations with restricted public access (e.g. employee only venues).

Private Site lists must be submitted by members to CIOF Public Fundraising and any relevant CIOF mystery shopping partners by 3pm each Friday for the following week's fundraising activity. While it may not be possible to submit exhaustive lists by this deadline, submissions should be as comprehensive as possible.

Sanction

The penalty is 50 points **per incident**.

OP5: Private Site changes

CIOF RULE All changes to Private Site lists must be communicated to CIOF Public Fundraising and any relevant CIOF mystery shopping partners, and to charities where relevant, by 11:30am on the day of the visit.

When contacted by CIOF Public Fundraising in order to establish whether or not a Private Site is being used, members must respond within 30 minutes of the initial contact.

Sanction

The penalty is 50 points **per incident**.

OP6: 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**.