



**Chartered
Institute of
Fundraising**

Street Fundraising (regular giving only)

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.

Sanction

The penalty is 100 points **per incident**

RULE 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**

RULE 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; 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.

Sanction

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

RULE 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**.

RULE FR10: Proximity to Street Features

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.

Sanction

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

Rules for Operational Staff

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 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**.

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

Sanction

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

OP3: Staff recruitment teams

CIOF RULE Staff recruitment teams must not work on or immediately adjacent to a site that has been allocated to, or is otherwise being worked by a fundraising team.

Sanction

The penalty is 100 Points **per individual, per incident**.

OP4: Standard Street Operating Hours

7.2.3 You must carry out street fundraising at appropriate times. These are:

- between 9am and 7pm, Monday to Saturday; and
- between 10am and 7pm on Sundays and public holidays.

If different times are stated in a Chartered Institute of Fundraising (CIOF) Site Management Agreement, you must keep to the times in the Agreement.

Sanction

The penalty is 50 Points **per team, per day**.

Operational rules relating to CIOF controlled sites

The following additional operational rules apply to CIOF controlled sites.

OP5: CIOF controlled sites – Site delineation

CIOF RULE Fundraisers must comply with all site conditions, including the delineation of sites.

Sanction

The penalty for an *authorised* team working outside of a delineated site is 100 Points **per team, per incident**.

The penalty for an *unauthorised* team being present within a CIOF controlled site, is 100 Points **per fundraiser, per day**.

OP6: Frequency of fundraising

CIOF RULE Fundraising must not take place more frequently than a site agreement allows for, unless special circumstances/exceptions have been negotiated and confirmed in advance with CIOF Public Fundraising or the site access controller.

Sanction

The penalty is 100 Points **per fundraiser, per day**.

OP7: CIOF controlled sites – Excess fundraisers

CIOF RULE Fundraisers must comply with all site conditions, including the number of fundraisers.

Sanction

The penalty is 100 Points **per excess fundraiser, per day**.

OP8: Diary changes

CIOF RULE All changes to CIOF Public Fundraising diaries must be made by 11am on the day of the visit.

If a team permanently leaves a fundraising site, for whatever reason, at any point during the day, members must notify CIOF Public Fundraising immediately.

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

OP9: Dropping sites

CIOF RULE Members must not book, reserve or retain capacity that they knowingly do not intend to use (or come to know they will not be able to use before the time and date concerned), in such a way that another member is deprived of a fundraising opportunity.

Such capacity must always be returned to CIOF Public Fundraising or other relevant site access controller for redistribution at their absolute discretion, in as timely a manner as possible to allow for such redistribution, unless special circumstances/exceptions have been negotiated and confirmed in advance with CIOF Public Fundraising or the site access controller.

Sanction

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

OP10: Bidding deadlines

CIOF RULE Bids for National Site Diaries (NSDs), London Site Management System (LSM) and Weekly Reported Diaries (WRDs) must be made before the relevant deadlines.

Sanction

The penalty is loss of fundraising capacity.

OP11: IoF Compliance controlled sites – SMA conditions

CIOF RULE Members must adhere to any extra local conditions contained within a Site Management Agreement beyond the Rule Book, e.g. notifying gatekeepers of intended visits or fundraisers carrying check lists.

Sanction

The penalty is 100 Points **per incident, per day**.

OP12: Overbidding

CIOF RULE Members must not overbid by more than 20% of the total number of staff they plan to field.

Sanction

The penalty is 50 points **per incident, which will double with each consecutive failure to comply**.

OP13: National Site Diary (NSD) deadlines

CIOF RULE All NSD deadlines must be complied with.

Sanction

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

OP14: Rota submissions

CIOF RULE All relevant rotas must be submitted before the relevant deadlines.

Sanction

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

OP15: New site testing

CIOF RULE Prior to commencing operations in any location where a CIOF Site Management Agreement is not yet in place, members must inform CIOF Public Fundraising of the full and precise terms of the access agreement.

For the purposes of CIOF Public Fundraising diarising, 'new' sites opened up in this way may be operated by the originating member(s) with 'test exclusivity' for up to 3 months. This period is calculated as running from the date of the first fundraising visit, or from 14 days from the date that access permission was granted, whichever is the sooner.

At the conclusion of the 'test period' a full report of the site's viability must be presented to CIOF Public Fundraising in order that the site can be incorporated into a formal SMA and/or normal diary procedures, and fair and equitable access can be granted to all members in the normal way.

This rule applies equally to all forms of face-to-face activity including prospecting / two-step.

Sanction

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