

# Good Fundraising Guide

## Where to start...

Fundraising in the UK has never been stronger or more successful than it is today. Whether you are a professional or volunteer fundraiser, a consultant or first-timer, your role is absolutely essential in raising vital funding for the good causes that you work for.

However you go about it, fundraising is the public face of charity. It is not just a case of delivering essential resources, but about communicating the cause effectively and building relationships with supporters. As a fundraiser, you represent the charity's brand and reputation. And, let's face it, that is a big job!

But, people in the UK are hugely generous. They recognise what vital role charities play in UK society and contribute over £8 billion out of their own pocket each year.

Your task is to capture that generosity by taking a planned, strategic and professional approach, coupled with passion for the cause. Successful fundraising campaigns can turn a charity around.

The Civil Service Benevolent Fund recently joined the Fundraising Standards Board (FRSB) to show it's donors that all fundraising the CSBF undertook is transparent, fair and honest and complies to the Fundraising promise. This guide is designed to support you in making your fundraising happen and help you to understand the FRSB.

**The Fundraising Standards Board** - was set up in 2006 to implement and oversee a transparent self-regulatory scheme for fundraising in the UK. It exists to encourage high standards in fundraising and to increase public confidence in charitable giving. Charities that join the scheme will use the FRSB logo to demonstrate their commitment and this is underpinned by a robust and accessible complaints procedure for members of the public should they have a problem.

FRSB hope to create a positive climate of giving that benefits fundraisers and the public alike. This will enable Charities to make a real difference in the work that they do, for all the good causes they support.

## The Fundraising Promise

The Fundraising Standards Board's Fundraising Promise is a commitment made to the public by members of the Fundraising Standards Board scheme. It has been compiled in consultation with fundraisers and the public and is based on six key pledges that centre on honesty, accountability and transparency. The Fundraising Promise represents a commitment to the highest standards of good practice, and to ensuring that all fundraising activities are open, legal and fair.

## **THE FUNDRAISING PROMISE**

### **Our Fundraising Promise**

We are members of the Fundraising Standards Board self-regulatory scheme. The Fundraising Standards Board works to ensure that organisations raising money from the public do so honestly and properly. As members of the scheme, we follow the Institute of Fundraising's Codes of Fundraising Practice and comply with the key principles embodied in the Codes and in this Promise.

### **We are committed to high standards**

We do all we can to ensure that fundraisers, volunteers and fundraising contractors working with us to raise funds comply with the Codes and with this Promise  
We comply with the law including those that apply to data protection, health and safety and the environment

### **We are honest and open**

We tell the truth and do not exaggerate  
We do what we say we are going to  
We answer all reasonable questions about our fundraising activities and costs.  
Please contact us, visit our website or see our Annual Report if you require further details

### **We are clear**

We are clear about who we are, what we do and how your gift is used  
Where we have a promotional agreement with a commercial company, we make clear how much of the purchase price we receive  
We give a clear explanation of how you can make a gift and amend a regular commitment

### **We are respectful**

We respect the rights, dignities and privacy of our supporters and beneficiaries  
We will not put undue pressure on you to make a gift and if you do not want to give or wish to cease giving, we will respect your decision  
If you tell us that you don't want us to contact you in a particular way we will not do so

### **We are fair and reasonable**

We take care not to use any images or words that cause unjustifiable distress or offence  
We take care not to cause unreasonable nuisance or disruption

## **We are accountable**

If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint

We have a complaint procedure, a copy of which is available on request. If we cannot resolve your complaint, we accept the authority of the Fundraising Standards Board to make a final adjudication.

All of the Fundraising codes of practice are available from the Institute of Fundraising @ [www.institute-of-fundraising.org.uk/](http://www.institute-of-fundraising.org.uk/) click on 'best practice' if you would like more detailed information or contact Central Fundraising for any further information. In the meantime Good luck with all your fundraising!

Jo Ayley 30<sup>th</sup> April 2008