

INSTITUTE OF FUNDRAISING – NEW RULE CHANGE ON NO COLD CALLING STICKERS

HOME Fundraising Policy statement

On Wednesday 24th June the Institute of Fundraising (IoF) announced that there would be a change to the IoF code regarding No Cold Calling Stickers. The new rule in the IoF Code of Practice becomes effective on September 1st 2015 stating the following:

“Fundraisers must not knock on any door of a property that displays a sticker or sign which includes the words ‘No Cold Calling’.”

The change to the IoF Code of Practice, follows a consultation and review by the Institute earlier this year. A working group comprising charities and the PFRA, with input from D2D providers, was set up by the IoF in response to calls by the Fundraising Standards Board following an adjudication relating to the issue of No Cold Calling Stickers that was not upheld.

HOME Fundraising is the largest commercial employer of fundraisers in the UK and Europe and is the market leader in the UK door-to-door fundraising market.

As a best practice provider HOME Fundraising has an industry leading quality control program overseen by the Standards, Policy and Access department.

The changes to the code announced by the IoF are in line with HOME’s existing policy regarding Cold Calling Control Zones and No Cold Calling Stickers, which has been included for reference below:

HOME’s policy on Cold Calling Control Zones (CCCZs) is that areas that are clearly designated as Cold Calling Control Zones and are set up according to Trading Standards Institute guidelines, with the required signs displayed, should be observed by Fundraisers.

However, CCCZs set up outside the guidelines may represent an unfair restriction on fundraising activity and have no legal or moral basis for doing so. In these instances we train our Fundraisers to apply common sense. In some areas CCCZs can provide a ‘signpost’ for neighbourhoods that would not respond well to door to door activity and should sensibly be avoided. In other, unofficial CCCZs, fundraising activity should go ahead, albeit with due respect for resident’ sensitivities.

If there is a ‘no cold calling’ sign on or outside a person’s door this should, of course, be respected by our Fundraisers. We do not accept behaviour that is perceived as intimidating to potential donors.

While HOME support the amendment made by the IoF, we feel that certain caveats should be added and considered, like the distinction between sales/tradespeople and fundraisers. Although the new amendment to the code has been announced, during the period up to September 1st further guidance will be drafted by the IoF. HOME has been asked to participate in the consultation process to inform this guidance and will do so in conjunction with our charity partners.

It is HOME’s belief that the best route to effective and ethical fundraising is not merely through rules and regulations, but rather a commitment to best practice in all areas of a fundraising operation, whether in-house or commercial. Fundraiser conduct is core to this issue as is how individuals are trained to deal with any potential situations that may arise.



In our experience complaints generated as a result of stickers are a very small percentage (less than 10%) of overall complaints, so the profile of the issue is far greater than the actual problem itself.

HOME has always supported the development of robust and appropriate compliance programmes from regulators to ensure that all practitioners are committed to driving up standards in Door to Door fundraising, and we will continue to play a role in developing any future initiatives.

ENDS

About HOME

HOME are more than a fundraising company. As part of an international group that includes HOME India, we have a unique leadership model and unparalleled operational infrastructure that has employed, developed and trained over 20,000 fundraisers.

HOME have recruited over 1 million regular donors and raised over £400 million over the last 13 years, working with a range of over 40 different charities.

HOME's output is essentially an inspiring conversation between two individuals, a HOME fundraiser and a potential donor. Sitting behind this is a unique business model and fundraising operation geared towards understanding group dynamics and how individuals influence the teams and departments they lead.

HOME's extensive network of 17 regional offices across the UK, offers national reach providing clients with a unique offering in door to door acquisition.

HOME does not employ subcontractors or operate commission-only payment structures.

The HOME approach is successful and award-winning – our campaigns have won the Institute of Fundraising 'Best Use of Face to Face' award three times, and in 2014 HOME were awarded a Silver for Innovation by the Institute of Fundraising's Insight in Fundraising Awards.

'*You Can't Plant A Tree in Space*' the book written by Neil Hope and Dominic Will the joint Managing Directors of HOME Fundraising, related to leadership principles and setting the conditions for sustainable business was published in 2014.

In December 2014 HOME fundraising was awarded the ISO 9001:2008 Quality Management System accreditation by BSI for the recruitment of new regular donors on the doorstep

HOME Fundraising has an active voice on regulatory matters and are members of the Public Fundraising Regulatory Association (PFRA), the Institute of Fundraising (IoF) and Fundraising Standards Board (FRSB), and are bound by the IoF code of fundraising conduct.

For more information please contact:

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