

# International Code of Conduct



F2F Fundraising



# 1. Glossary

## **F2F Fundraising**

Street canvassing done by engaging passers-by on the street in order to seek and gather voluntary financial contributions from individuals to charitable or non-profit organizations

## **Fundraisers**

Street canvassers (also known as 'donor recruiters') that initiate the F2F fundraising process

## **Fundraising Agencies**

Organizations with the primary purpose of conducting F2F Fundraising programs and distributing the donations obtained to their respective charities or non-profit organizations accordingly

# 2. Fundraiser Identification

**All fundraisers must wear an ID badge with at least the following information:**

- The fundraiser's full name
- Name and logo of the charity
- Name of the fundraising agency and/or the words «Professional Fundraiser»
- A recent photo of the fundraiser

# B.

## 3. Fundraiser Visibility or Charity Identification

### Dress code

#### All fundraisers must:

- dress smartly and neatly
- be clearly visible and identifiable at all times as charity fundraisers, preferably through the use of official charity branded clothing

## 4. Fundraiser Behavior

### 4.1. Charity's image preservation

No fundraiser will behave in any way that might bring the charity that they represent into disrepute

### 4.2 Honest and Clear Information Disclosure

#### All fundraisers must:

- not lie
- present information honestly and with no misrepresentation
- not mislead members of the public in an attempt to obtain a donation

### 4.4 No attempts of guilt or aggressive behavior

There should be an emphasis put on respecting the donors' decisions and the non-aggressive, non-coercive and non-judgmental nature of all approaches



#### **4.5 Immediate Termination**

It must be guaranteed that the conversation can be halted at the donor's request at any time

#### **4.6 Deliberate Obstruction**

Fundraisers must not deliberately obstruct the path of members of the public

#### **4.7 Respect and non-obstruction of street commerce (shops, market stands)**

Fundraisers must not deliberately obstruct shop entrances and must not stand in front of doorways and/or prevent the flow of foot traffic

## **5. Training and Monitoring**

### **Appropriate Training and Follow-up**

Fundraisers should be trained prior to entering the field and then properly monitored

There should be a quality-management system in place to ensure that all the rules within this code of conduct are being soundly followed

## **6. Data protection**

### **Compliance with statutory data protection provisions**

All partners must attach particular importance to the respect of domestic, European or international data protection regulations

# D.

## 7. Complaints process

### Guidelines for complaints management

There should be a system set in place to address complaints from the public

## Our Members



街頭月捐聯席  
F2F Monthly Giving Alliance

Hong-Kong



France



FUNDRAISING  
REGULATOR

United Kingdom



Australia



PROFESSIONAL FACE TO FACE  
FUNDRAISING ASSOCIATION

United States of America



New-Zealand



Germany

QUALITÄTSINITIATIVE  
FÖRDERERWERBUNG

Austria

