



**International Public Fundraising Council (IPFC)**

# **Newsletter n°3**

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# Edito

## Adapting and anticipating

By **Jean-Paul Kogan-Recoing**, President, Board of Directors, AMRAC - Autorité Mixte de Régulation des Acteurs de la Collecte de fonds (France).



From vigorous resilience to adaptation and agility over the long run to ensure the best possible fundraising stability under carefully evaluated safety guidelines, the F2F community aims at maintaining its ability to recover and at developing its full potential once the pandemic crisis will be over.

While nonprofits and F2F providers had to rely on cooperation and mutual understanding, building "crisis-proof" fundraising models, the role of F2F self-regulatory bodies all over the world is now more than ever to ensure that the conditions for spontaneous public acceptance and confidence in F2F fundraising safety procedures are now being reinforced.

Right from the beginning of the pandemic crisis, the IPFC issued a global statement and a common commitment to specific safety standards in times of Covid-19 pandemic and made it available for every market to use as a common basis for all safety guidelines. Our collective resilience is the result of our capacity to ensure demanding safety procedures for F2F fundraisers and for the public, as well as avoiding clusters within F2F fundraising professionals.

However, this crisis is not over. F2F fundraising being the main driver of regular giving all over the world and this long-term income stream being the primary giving resource, it is our duty as F2F self-regulatory bodies network and label to go on anticipating next developments in this health crisis and its impact on fundraising in order to achieve three goals

- Protecting fundraisers and public health,
- Ensuring transparent and responsible communication about our demanding safety procedures,
- Keeping the first worldwide regular giving channel busy and its field force alive as nonprofits need it more than ever.

It is precisely in this perspective that the members of the IPFC will meet within the coming weeks to determine how our self-regulatory bodies network should enrich its safety procedures recommendations. Promotion of systematic covid-testing and, later, vaccination will be issues to be discussed according to safety, ethical and authorities acceptance matters.

2021 has just started. We have been able to build regulatory conditions to stimulate this extraordinary F2F resilience. But we're only halfway there, as the social and economic issues for our entire nonprofit sector are huge!



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## Monitoring the restart of the market (second edition)

The IPFC previously conducted and coordinated an international survey, which aimed at monitoring the restarting markets after the Covid-19 pandemic and after the first national lockdowns.

Hence, all the members of the IPFC had then agreed on the establishment of a common monitoring barometer, focusing on two major areas:

- Acceptance by the public and by the authorities
- Fundraising results (both efficiency and capacity)

The first edition was released in July ([find it here](#)) and showed a gradual but important restart internationally as well as a rather positive acceptance of F2F activities by the public.

This updated edition seeks to explore the market current trends and aims at further consolidating our post-crisis knowledge. It is intended to provide the reader with a global picture of the ongoing situation worldwide.

In order to do so, 27 international F2F fundraising experts contributed to the survey, which now covers 23 countries on 5 continents.

It is important to remind our readers that the results exposed in this document represent the situation as it was on the 10th of December 2020.

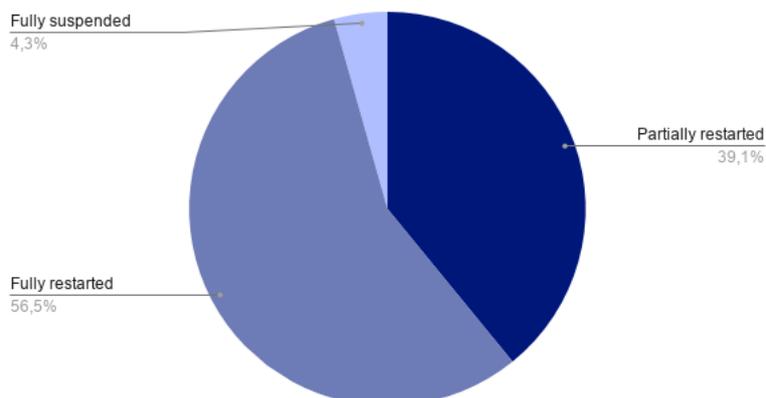
Since then, the health situation kept changing worldwide and new restrictions kept being enforced or lifted.

Despite this ever-changing environment, it seemed essential to us to publish the results of the survey as part of an international study that we wish to document on a regular basis since the beginning of the crisis and for the coming months. In the future, this will surely contribute to a better knowledge of our sector.

## Five months later, where are we? What are the conclusions of this second survey?

- The majority of the markets have fully restarted

What's the current status of F2F in your country ?



Out of the 23 markets we looked at, only Peru is still fully closed at the beginning of December. 13 markets fully restarted whereas the crisis still impacts 9 markets out of 23, which restarted but only partially.

- **Most of the markets remained active since their reopening in July reaching pre-crisis activity level**

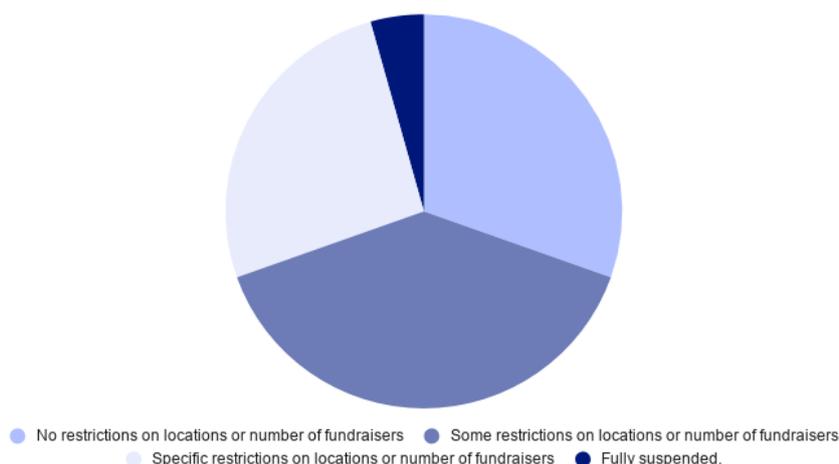
14 markets out of 23 are back to at least 75% of their pre-crisis capacity, while 4 out of 23 have reached 50%. Only one country, Japan, remains below 25% of its pre-crisis level.

- **Currently opened channels**

The large majority of the active markets are back operating in the streets (18 markets) or using private sites (18 markets as well). Half of the markets (11 out of 22) are going door-to-door. Only 3 markets are back on every channel including F2F fundraising during events.

- **Restrictions put in place**

What's the type of restrictions in place in your country?



Most reopened markets have to face restrictions on location or number of fundraisers, as well as distancing rules. Comparing to the previous lockdowns, it seems that the restrictions have been enforced (or lifted) locally rather than nationally.

Moreover, 7 markets out of 23 are now operating F2F fundraising without any restrictions on the location or number of fundraisers.

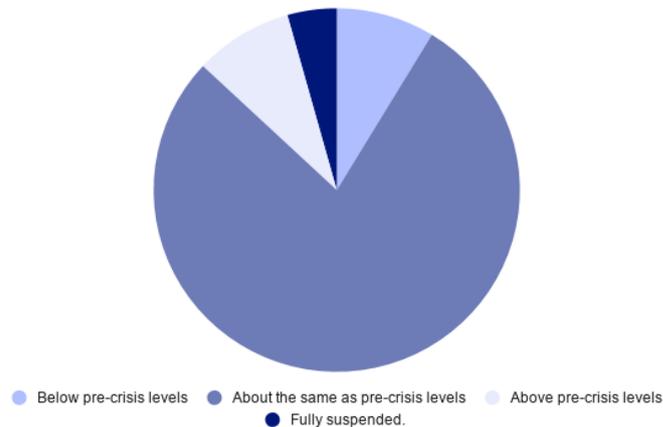
- **Acceptance by the public**

Generally very good: 17 markets out of 23 reported a positive public response. Sometimes neutral. Never negative.

- **Sign up and average gift levels**

15 markets out of 23 have a sign up level, which is about the same (13) or above (2) pre-crisis level.

And what about average gifts?



Only 2 markets out of 23 experience a lower average gift comparing to the pre-crisis level.

## Feedback from S.O.S Children's Villages International

By Richard Dalgety, Global F2F Advisor, SOS Children's Villages International



Before the pandemic properly hit us in March 2020, SOS Children's Villages were running F2F fundraising campaigns in 56 different country markets, with 33 country in house F2F campaigns in a diverse range of markets such as Vietnam, Israel, Costa Rica and Morocco.

Our largest F2F campaigns were in Spain, Germany, Brasil and the Netherlands. In 2019 face to face fundraising had contributed to the recruitment of around 330,000 new regular donors, over 70% of our regular donor acquisition and a new regular donor recruited every 90 seconds globally.

Initially many markets pivoted to telemarketing through April and May, seeing notable successes in upgrade calling, reactivation calling and retention calling. Facebook lead generation and other innovative digital approaches also saw some success.

Face to face teams began to re-emerge in the summer months with all the relevant PPE, masks, hand sanitizer, health checks, social distancing etc.

The main initial challenge was guaranteeing the best locations and many teams that previously worked in shopping malls, started doing more street and door to door.

Door to door volumes increased in European markets with more people working from home. Street teams were seen as the most Covid-safe in some markets, as they are working in the open air.

With big pushes from myself as Global F2F Fundraising Advisor we were back to operating at around 66% of global volumes by September with 40 country markets active again. This level has been maintained through to December.

Covid has given us the chance to re-evaluate our face to face fundraising campaigns and return stronger. We are now using tablet solutions in more markets, our channels are more diversified, our facers are now able to pivot to telemarketing and digital methods where possible, our welcome calling is stronger and we have an increased focus on donor age and the benefits of running older fundraiser models, which have particularly flourished in Peru and Spain, through mall teams with 'older ladies' teams,

The sign up rates, average gifts and retention rates of teams have been very comparable to pre-Covid. In some cases we have seen a 10% drop in sign up rate due to lower footfall, but in many countries we are now securing slightly higher average gifts and more child sponsors than regular committed givers due to evaluating our programmes in the light of successful upgrade calling campaigns. In Brasil we have been recruited over 2000 donors a month from a combination of in house teams in Porto Alegre and Salvador and agency teams in the larger cities.

Some of the countries hit worst by the pandemic have been our best markets in the second half of the year – Spain, Brasil and Canada being notable examples.

The biggest positive is that no markets that were doing F2F for SOS at the start of 2020 are scrapping the channel – all have either returned to market, or are aiming to return in the January to June 2021 period. As a global organization we have confidence in the resilience of the channel and we believe that the pandemic will only make our teams tougher and more determined to grow our F2F teams in 2021 and beyond.

As the vaccination gets rolled out and life starts returning to a 'new normal' we are going to have F2F programmes that have invested more heavily in channel diversification, better donor retention strategies, increased training and professionalism of core F2F staff and a more resilient approach that will withstand future difficulties.

The power of a direct conversation with someone face to face has never been greater. As people deal with the mental health difficulties of working from home and the loneliness this entails, the positive benefits of talking to a friendly face and taking proactive action to express your beliefs and passions through a regular donation to a wonderful cause, are going to be appreciated in a way that was taken for granted before the pandemic.

The future is bright for the F2F channel, the future is unwritten.

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