



International Public Fundraising Council (IPFC)

Newsletter n°1

July 2020

Edito

After a first meeting at the International Fundraising Conference 2018, we decided nearly one year ago to launch the **IPFC**, the International Public Fundraising Council as a worldwide network of face-to-face regulatory associations with the collective goal of working together and sharing experience to strengthen face-to-face fundraising regulation across the globe and raise face-to-face fundraising standards. It was created by 5 official founding members :

- AMRAC (France),
- F2F Monthly Giving Alliance (Hong-Kong),
- Fundraising Regulator (United Kingdom),
- QUIF (Austria),
- QISH (Germany).

We first started with the creation of a common code of good conduct.
Since then, our community has been enriched by three associate members :

- PFFA (United States),
- PFRA (Australia),
- PFRA (New Zealand).

But above all, it is through the Covid-19 pandemic crisis that the IPFC has paved the way for an unprecedented international cooperation for building the outstanding resilience of face-to-face fundraising all over the world.

Against a background of a crisis, we also have to rethink our way of fundraising and regulating.

This first IPFC Newsletter aims to initiate a space for communication of our work, sharing of good practices on an ethical level, but also all technological and social innovations that will make this fundraising channel more effective, more social towards face-to-face fundraisers and more respectful than ever of the donors' public in every market all over the world.

Jean-Paul Kogan-Recoing



Face-to-face fundraising facing Covid-19 Pandemic and building its resilience

Right from the beginning of the pandemic crisis, it seemed essential to us that the IPFC should produce a global statement regarding F2F and make it available for everyone to use.

F2F fundraising being based on inter-personal contacts, self-regulatory associations have first as a precaution recommended their members, NPO's as well as providers to stop all F2F activities.

Responding to the Covid-19 pandemic, IPFC member associations have taken a lead in many countries in supporting their members to comply with government authorities and benefit from government supports where this process has been put in place in order to ensure not only that everyone involved with F2F fundraising would remain safe, but also to ensure social security of the F2F fundraising workers.

The second major goal of the Global Statement we edited was to provide member associations with a forum to ensure that the restart of F2F fundraising would be safe for all involved and that high safety standards would be maintained in each market.

As we anticipated that some of the F2F markets were up to reopen from mid may, the IPFC centralized the feedbacks of these early restarting F2F fundraising programs in order to draw from them any useful teaching in terms of safety and public acceptance.

The AMRAC (France), the Q!SH (Germany), the QUIF (Austria) and the PFFA (US) are currently signatories of this Global Statement. The other members are engaged in a validation process with their boards of directors.

[To download the IPFC Global Statement, click here.](#)

Sharing a common demanding basis for restarting public fundraising activities through the building of a common commitment on safety standards

Besides its international Code of conduct, IPFC members have decided to commit themselves to common specific quality safety standards in times of Covid-19 Pandemic. The AMRAC (France), the Q!SH (Germany), the QUIF (Austria) and the PFFA (US) are currently signatories to date. The other members are engaged in a validation process with their boards of directors.

After laying down the fundamental principles of a global statement including an international methodology aimed at securing economically and socially all the F2F actors, we had to move from the declaration of general intent to concrete commitments involving all our members and producing a reference document that can inspire all the F2F fundraising players in all the restarting national markets.

Ensuring safety of F2F fundraisers and the public, hygienic protective measures as well as protective working devices not only for public fundraising, but also for any part of F2F fundraising processes and organization (job interviews, trainings, public transports, working space rules and telework of back-offices) in order to prevent contaminations is the backbone of this practical code of safety conducts.

According to this reference document, all the members of the IPFC are committed to establishing in their respective markets a dashboard of complaints from the public.

The AMRAC (France), the Q!SH (Germany), the QUIF (Austria) and the PFFA (US) are currently signatories of this Common Commitment. The other members are engaged in a validation process with their boards of directors.

[To download the IPFC common commitment and recommendations, click here.](#)

Both IPFC Global Statement and Common Commitment provided a general framework for the resilience of F2F fundraising campaigns. Several safety guidelines provided by self-national regulatory associations or providers have joined the same movement and have been shared during the 3rd June online summit organized by the **F2F Congress Association**.

[To download the safety guidelines, click here.](#)

Monitoring the restarting markets through the building of an international barometer

All the members of the IPFC agreed on the establishment of a common monitoring barometer.

It currently focuses on two major areas :

- Acceptance by the public and the governments,
- Fundraising results (efficiency and capacity).

Some of the national dashboards also deal with health monitoring of the public fundraising teams.

All these datas have been shared and 26 international F2F fundraising experts have also been asked to complete this first international survey which now covers 22 countries belonging to 5 continents.

What are the first conclusions of this survey ?

=> The majority of the markets are restarting.

20 markets out of 22 have now restarted their public fundraising activities. UK and Mexico were still fully closed at the beginning of July.

=> Most of the markets are restarting, but gradually.

11 markets out of 22 have an over 50% percentage of active F2F fundraising as a comparison to the pre-crisis capacity.

5 markets (Austria, Germany, Italy, Spain, Belgium, Denmark and Norway) have fully or nearly fully restarted.

11 markets out of 22 have a below 50% percentage of active F2F fundraisers as a comparison to the pre-crisis capacity.

=> Currently opened channels.

Most of the active markets have been restarting outdoor in public areas and in door to door. 7 markets are using back private sites.

5 markets are back on every channel including F2F fundraising during events.

=> **Restrictions put in place.**

Most reopened markets have been restarting with location or number of fundraisers restrictions, as well as distancing rules. National regulatory associations have generally edited guidelines for safety procedures related to F2F fundraising for their members and sometimes for the government administration.

=> **Acceptance by the public.**

Generally very positive. Sometimes neutral. Never negative.

=> **Sign up and average gift levels.**

7 markets out of 22 have a sign up level which is about the same or just below its pre-crisis level.

17 markets out of 22 have an average gift about the same as its pre-crisis level.

=> **Feedback from the teams.**

Mainly good feedback as far as public acceptance goes.

Some uncertainties and concerns about restrictions being maintained.

As the pandemic crisis is expected to last over time, this survey will also be updated. But above all, it will be enriched in the coming weeks by a growing number of contributors (self regulatory bodies, NPO's, providers, F2F experts) in order to represent the global restarting markets panorama worldwide. The IPFC will then enable all public fundraising actors to be given a forward-looking instrument through the compilation of all experiences.

Next updating of the restarting markets survey will be in September.

[To download the complete IPFC restarting markets survey, click here.](#)

Always sharing with the F2F community to enhance ethics and now safety standards

Right at the beginning of the containment of most of the countries and the complete sudden stop of all F2F activities, thanks to the energy of **Kathrin Thalhammer, Peter Steinmayer, Günther Lutschinger** and the whole international team of experts, the Programme Committee of the International F2F Fundraising Conference 2020 managed to organize the first **F2F online summit on last 3rd June** (<https://www.f2f-fundraising.com/3rd-june-summit/>). In such circumstances, ethic and safety standards were more relevant than ever and the Committee invited the IPFC to take part to the **Panel discussion on Safety and Ethics**, one of the key areas of the conference.

Over 1.000 professionals from the F2F fundraising sector participated and attended the summit. Keeping the interest of NPO's, donors as well as fundraisers and providers as a general guideline, our panel discussion has been the opportunity to share with other experts about :

- Specific safety conditions and recommendations for restarting and restore the fundraising for the NPO's,
- Connection between quality standards and the success of the restart,
- Getting the public into accepting safety procedures even when the restrictions get lighter,
- Long term structural changes in future F2F fundraising operations.

As the three other panel discussions of the summit, it has probably been contributing to the restart of more markets in the following weeks.

[To watch the Panel discussion on safety & Ethics of the 3rd June F2F online summit, click here.](#)

As a partner and member of the Programme Committee of the F2F Congress, the IPFC will also contribute to the sharing of its collective work and recommendations on ethical, safety and social issues for the next F2F online summit in October/November.

This crisis not only revealed our solidarity and cooperation capacity, but also the complete extent of our responsibilities

During these weeks of pandemic crisis that we have all gone through, the IPFC has lived up to the responsibilities and ambitions it had first set. From a small group that had decided to create a common label to get closer to an international vision of our sector, we all took ownership of our mission and responsibility, enlarging our F2F regulation activities first based on ethical standards to the health security of an international community employing thousands of people every day in contact with hundreds of thousands of people around the world.

This situation has revealed the full extent of the responsibilities that are now ours.

Thanks for their contributions to the IPFC restarting markets survey

Sherry Bell (PFFA US - 24-06), **Richard Dalgety** (SOS Children's Villages International - 02-07), **Elsbeth de Ridder** (Save the Children International - 08-07), **Peter Hills-Jones** (PFRA, Australia - 24-06), **Luciano Grenni** (Proa International Fundraising, Argentina - 20-07), **Naoko Inoue** (Save the Children, Japan - 10-07), **Jean-Paul Kogan-Recoing** (AMRAC, France - 24-06), **Licia Lomazzi** (Save the Children Italy - 09-07), **Timothy Ma** (F2F Monthly Giving Alliance, Hong Kong - 24-06), **Gordon McCrindle** (UNICEF, India - 13-07), **Sylvain Mierzala** (ONG Conseil Suisse, Switzerland - 06-07), **Angela Norton** (PFRA, New Zealand - 24-06), **Gerald Oppenheim** (Fundraising Regulator, UK - 24-06), **Joshua Ortega** (Save the Children, Spain - 09-07), **Matt Pearsall** (Save the Children, US - 09-07), **Héctor Praniuk** (Save the Children, Mexico - 09-07), **Katrine Rasmussen** (Red Barnet, Denmark - 09-07), **Karl Rohde-Naess** (Norwegian Fundraising Association, Norway - 25-06), **Giovani Sanchez** (Save the Children, Colombia - 09-07), **Jacques Smit** (Save the Children, South Africa - 13-07), **Jon Soderlund** (Save the Children, Australia - 09-07), **Peter Steinmayer** (QUIF, Austria - 22-06), **Janice Sturme** (Save the Children, New Zealand - 08-07), **Fikri Sultoni** (Save the Children, Indonesia - 09-07), **Joao Paulo Vergueiro** (ABCR, Brazil - 19-07), **Franz Wissmann** (QISH, Germany - 06-07).

The next Newsletter will be published in September.

