



**International Public Fundraising Council (IPFC)**

# **Newsletter n°5**

**June 2022**

# Edito

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It's 2023 and COVID 19 seems to be going away pretty much everywhere.

Not really when looking at the numbers, as they are still on the rise in many countries of the world, but when we look at the streets of the major cities in the world (with a few exceptions, mostly in China) life seems to be going back to normal.

One small detail that reminds us that not everything is again what it used to be is the fact that many fundraisers in the streets are still wearing their masks, They do this either because it's still mandatory in a few places, because the non-profit requires it or even because they want to wear them for their own safety.

Yes, life is not quite the same as it used to be, but face fundraising is alive again and people are reacting to it expressing generosity and becoming donors.

In this edition we will learn more about what is happening with F2F fundraising around the world, with a particular view from Brazil and what UNICEF has been doing in our country. You will also have access to many other interesting materials from other countries, as this Newsletter gives the floor to Non-Profit Organizations.

We hope you will enjoy it !

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This Newsletter (Nº5) is the first one to be edited by the official IPFC. We decided that It should be dedicated to testimonies from NGOs. Even though the Pandemic has hurt F2F fundraising activities, more and more of them rely on this fundraising channel as the major provider of regular individual giving.

F2F fundraising ethical issues are more relevant than ever not only towards the public and its fundraisers, but also as an economic sector that must establish between its actors the rules of a sustainable and fair business, consistent with its philosophy and values. That's the reason why you will also find in this Newsletter an article dedicated to F2F business new practices that are taking place and the regulatory issues they raise.

## From ethical quality standards to further expectations / Interview of Alex Obermayr (WWF & Amnesty International Austria) by Stephan Kropf (Fundraising Verband Austria / QIF)



### **What are the benefits of the rise of quality standards for your organization?**

Round about 20 years ago, when I started the job as a door 2 door face-to-face-fundraiser, there were no regulations, no quality standards, no coordination of venues, no guidelines on how to train face to face fundraisers or anything like that. Every face-to-face unit was working in a standalone situation and the job image was poor.

Years passed by and round about 11 years ago a small group of visionaries from the Austrian Fundraising Association, Amnesty International Austria, WWF Austria, Greenpeace Austria and an Agency from Austria started to discuss how they could build up a positive image for this important fundraising tool. They analysed the reasons of the bad reputation and so they started with one of the most important points: defining quality rules and guidelines. Step by step we created a coordination platform for venues, built up an independent complaint hotline and so on.

The benefits for Amnesty International Austria are that the quality of face-to-face fundraising on streets and door 2 door has been rising in the last years. Slowly the poor image of the job is turning into a positive one. But the main point is, with all these activities we secure one of the most important fundraising tools, which gives Amnesty International the possibility to secure and expand our human rights and give people a voice which otherwise would not be heard.

### **How do you perceive the role of regulatory bodies (QIF), especially during the Covid crisis?**

The regulatory bodies offered a perfect platform for all the members of the Quality Initiative of face-to-face fundraising. We met up nearly weekly to discuss and decide the next possible steps we could take so that the face-to-face fundraising would not die in this crisis. In this community we developed hygiene standards and fitted them accordingly. With the power of this community, we could restart brave and self-confident after the lockdowns. In these times a strong cohesion developed, and I think, we, the members of the Austrian Quality Initiative, are now much fitter for the challenges the future will bring. Conclusion, a well working Quality Initiative is a key figure for the long-term success of face-to-face fundraising in Austria.

### **What do you expect from the regulatory bodies (QIF) in the future? What would be the developments you would like to see?**

My expectations regarding the regulatory bodies are to expand the quality of face-to-face fundraising in Austria. Which kind of quality is in my mind... developing a certificated central vocational training for face-to-face fundraisers to give the job the best reputation possible. Working closely with the authorities to get better venue opportunities. Set activities to hold the members together and secure the positive power of

this group. Finally stay stable in the future. A lot of things are changing, we all need a fixed point to master the upcoming challenges.

## Testimonies from Brazil - Interviews by Flavia Lang (ABCR)

There is no regulatory bodies for fundraising or F2F in Brazil and eventhough ABCR (the Brazilian association of fundraising) has joined IPFC, this is a new issue in Brazil. But, in the case of SOS kinder Village and UNICEF, both of them have strong international policies and bring them to Brazil.



### Marcio Bonfa Corrêa (Head of Individual donors division - Aldeias Infantis SOS Brazil - Ensuring greater engagement from supporters)

#### What are the benefits of the rise of quality standards for your organization ?

There are many benefits, but I believe that the main one is to ensure greater engagement of supporters with the cause. As much as the search for higher quality standards, more the organization gains in the strength of its brand, in its funding potential and consequently in the impact that it generates in society, as it can count on the support of more people who believe in our projects out and know that long-term support can significantly transform realities.

#### How do you perceive the role of regulatory bodies, especially during the Covid crisis?

In Brazil, there is no regulatory figure for the work of F2F, so it is very difficult to have a position on this issue. However, I believe that the pandemic brought us the national health regulation, which placed it for all workers who performed on-site work, in this case we adapted, pausing our activities when necessary and resuming according to each new phase, adapting the rules that were in effect at the time. I understand this was extremely important to prevent the spread of the virus and protect our employees. Brazilian labor laws also provided employees with work ties with the organization to have financial security in the worst months of the pandemic, thus guaranteeing resources to protect themselves against the moment we were living.

#### What do you expect from the regulatory bodies in the future? What would be the developments you would like to see ?

In Brazil we do not have a regulatory body. I believe there could be something like this in the future. Despite this, we encourage conversation spaces with organizations that carry out F2F actions where we can discuss improvements, good practices and opportunities. I think one of the main actions that a regulatory body could in the first place is regarding the safety of this type of action, both for donors and for facers, we still have many people who are suspicious of this type of approach, so the execution of

campaigns so that people understand the importance of work and so that they feel safe and comfortable to stop and listen to the pickups, with the certainty that they carry out serious and responsible work with a great impact on society.

## **Eduardo Baldinato, F2F Country Manager Resource Mobilization & Partnerships / UNICEF Brazil**

### **What are the benefits of the rise of quality standards for your organization?**

The benefits we aim to achieve are the ROI (return on investment) for the Face to Face channel and ensuring better retention rates by our monthly donor base and therefore guaranteeing the essential resource for the implementation of UNICEF projects in Brazil.

### **How do you perceive the role of regulatory bodies, especially during the Covid crisis?**

Our understanding is that regulatory bodies are important for the function of creating safety protocols, behavior for the population, the productive / commercial sector, for Brazil in this case, we are talking about ANVISA, Ministry of Health, for example. The regulation, the established standards of conduct, allow us not only to plan the next steps for funding, but also allow us to anticipate unforeseen events. The focus between 2020 / 2021 is to keep the operation alive, with quality and having this security to plan and work has been crucial.

## **New topics, new regulation issues by Franz Wissmann (Q!SH)**

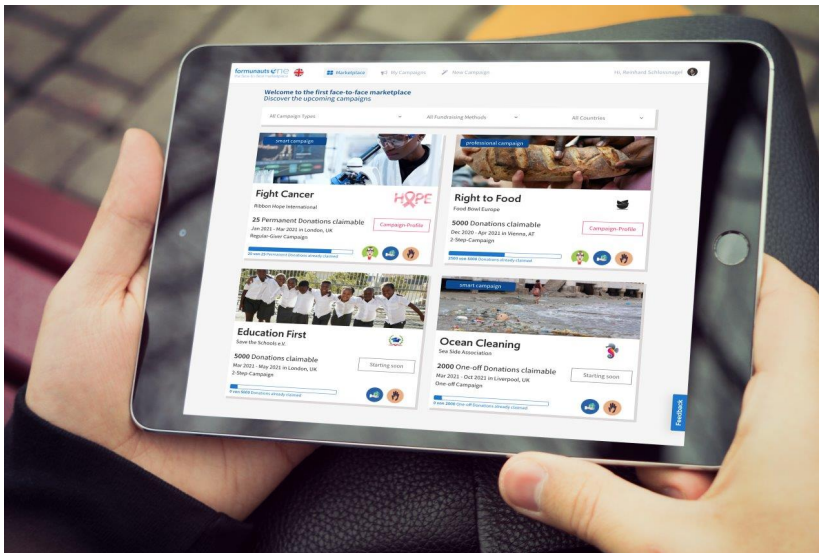


### **F2F fundraising is an economic sector and recent developments on mature markets are emerging as new ethical concerns.**

The emerging F2F Marketplace has become a way for outsourcing F2F fundraising. Is this outsourcing of the business process a chance for face-to-face fundraising?

How the world's first face-to-face fundraising marketplace, Formunauts ONE, might be a game-changer. Let's take a look at the pros and cons, what it actually can deliver now and what further potential it might have in the future to enrich the markets?

In over 40 years that I spent in face-to-face fundraising as a fundraiser as well as an entrepreneur, I have seen quite a lot of different models, approaches, and changes within this microcosmos. Some of them were meant to last and change the face of this business consistent, often for the better, but some were just a temporary fashion. But how are we able (preferably beforehand) to anticipate, which changes are affecting the market in a positive and meaningful way? Just lets have a closer look into the observations and experience with the first face-to-face marketplace developed by Formunauts.



The core statement is : focus on your core competencies and stop wasting time with things you don't want to do and are not passionate about.

It is a platform that connects face-to-face agencies with charities to create, provide and manage face-to-face campaigns. It is presented as a full-service package where everything, besides “dialoging” itself, is taken care of.

Let's have a closer look if it can keep what it promises and how it works in detail.

As a Manager of a face-to-face agency, you could sit in the office and simply log in via your smartphone and access the marketplace website after you have been accredited. There you can browse now through a variety of different campaigns in an overview (for the moment in the DACH region and the UK). Some of the brands you will find there at the moment are big brands like World Vision, Save the Children, and Greenpeace, but you can also find some small and regional charities among them as well. Besides the name of the brand, you will also see how the pricing works and how much the charity is willing to pay for a donor (or lead) within the specific campaign, based on quality factors like how experienced your agency is and how satisfied the donors are, based on their feedback.

Also, you can get a first glimpse into what a “ready to fundraise” campaign looks like. All the things needed are individually tailored for the charity and ready to use for the agency. Among these things are a digital form, a digital pitch deck, welcome mail, digital fundraiser training, digital donor feedback and branded clothing. And the most convenient part: a finished draft for a contract and the management of complex data flow are included.

Therefore, the marketplace promises you would be ready to fundraise with their campaign within 72 hours in theory. In the case of DialogDirect Austria it took about two weeks till everything was set and done, which was still amazingly fast compared to the time all these processes usually take. This is only made possible as the marketplace has already pre-existing contracts with the charities and therefore can provide everything for the provider in advance, who would also sign the contract directly with Formunauts via their marketplace, rather than with the charity.

What made us curious was the fact that you would indeed see campaigns you won't find anywhere else; among them lead-campaigns in different variations, but also two- or triple-step campaigns, where call centers and email marketing automation among others are used to gain new insights into donor behavior and experiment with face-to-face as a tool.

With our unit, DialogDirect Austria, we recently tested it and picked two campaigns from the marketplace. One was a classic regular giving, the other was about generating leads, which meant in this case signing up people as potential “stem cell” donors, with no need to give any money from their side. It was for a small

regional charity in Austria and I was delighted to see that the campaign was such a marvelous success for the charity as well as for us and that we were able to be the first agency to do such a campaign.

Another advantage is a great and charming service. You immediately will realize that these are face-to-face veterans doing their job here. The company behind the marketplace, Formunauts, is no stranger to the branch; especially because of their face-to-face tablet software that is currently very often used for campaigns within the DACH region and several other countries in Europe and South America.

So, is the marketplace able to keep what it promises? From my perspective – yes.

The marketplace certainly has the potential to be a game-changer. Some things you still must manage for yourself of course, like getting proper locations or doing payroll accounting. But by far the biggest benefit is that you do not have to spend months doing contract-related negotiations and you do not need to struggle with topics like dataflow or creating setups either, which saves quite a lot of time and energy, that is better invested somewhere else. At the same time, most of the budgets placed on the marketplace are financially highly attractive and have another great benefit because: a provider can now very easily skip to other markets for delivering new campaigns without the whole usual effort.

This might probably have a significant impact on the branch, as it could not only open new markets, brands, and campaign shaping but also close existing gaps in the planning of Charities and agencies through high flexibility. Besides that, the marketplace is still in an early phase and therefore I would urge the scene to keep a close eye on its progress and impact in a long term; let's stay curious!

Time will tell if these changes are to deliver what they promise and if we should embrace the change as real chance for face-to-face.