



International Public Fundraising Council (IPFC)

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Edito

by Jean-Paul Kogan-Recoing, President of the IPFC



The IPFC, born of the idea of giving the opportunity to all self-regulatory associations, but also all F2F fundraising experts, to work together to strengthen standards in all markets, has gradually become both a forum for exchange and the international label dedicated to F2F, sharing the common goal of establishing the key indicators that make F2F sustainable, ethical and, in doing so, representing the interests of the sector in each market, affirming its identity as a fundraising channel with a constant demand for quality and ethics. Under the leadership of its board with my colleagues **Ruth Williams**, CEO of the Austrian Fundraising Association, and **Franz Wissmann**, Vice-President of Q!SH,

the German regulatory body for F2F fundraising, the IPFC continues to develop and increase its representativeness, and it is with great pleasure and a willingness to work together that we now welcome the AEFr, the Spanish Fundraising Association. On this occasion, its President, **Fernando Morón**, kindly agreed to share with us his motivations and expectations in an interview.



Interview with Fernando Morón (FM) President of the AEFr, the Spanish Fundraising Association.

by Jean-Paul Kogan-Recoing (JPKR)

"Building trust and quality"

JPKR :

Dear Fernando, under your leadership, the AEFr recently decided to become a member of the IPFC and on this occasion, you kindly agreed to an interview for our Newsletter. I would like to take this opportunity to thank you on behalf of the IPFC Board.

As an introduction, could you briefly give us a short overview of the state of the Spanish fundraising sector and what and the approximate share of face-to-face fundraising in terms of donations from individuals?

FM

In Spain, 38% of the population collaborates with a non-profit organization. Of these, 20% contribute through regular payments, usually on a monthly basis, while 18% make one-time donations, mainly in response to emergency situations. The most common method for regular payments is direct debit, although in recent years, payments via bank cards have been increasing.

For one-time donations, a mobile payment system called "Bizum" has grown rapidly.

Face-to-Face (F2F) fundraising and Telemarketing account for more than 70% of NGO memberships in Spain.

JPKR

What were AEFr's main motivations for joining the IPFC and how did you find about the IPFC and its activities ?

FM

The main motivations include sharing experiences and best practices within the F2F, Street and Door-to-Door channels, acquiring and exchanging knowledge, and creating synergies to improve the channel. We learned about the IPFC through members of the Spanish Fundraising Association (AEFr).

JPKR

Beyond this motivation, what is your vision for self-regulation in F2F fundraising ?

FM

Self-regulation should serve as a useful tool to build greater trust among citizens, as well as public and private institutions. Moreover, it will help attract more candidates to work in the F2F channel, which is why we believe it can be highly beneficial. In Spain, this self-regulation could contribute to advancing the pursuit of excellence in fundraising efforts.

JPKR

What are the major current trends of F2F Fundraising in Spain ?

FM

Currently, in Spain, 35% of NGO members come through F2F fundraising, making it a fundamental pillar for the development of fundraising in the country. Despite and according to data from the F2F Observatory, the presence of in-person street fundraising teams is declining in most of Spain, with the exception of the north of the country, where their presence has increased over the last year.

JPKR

In terms of impact and expectations, how does the AEFr intend to contribute to the IPFC work and initiatives ? What spanish best practices could be shared with other IPFC members and what specific challenges would you like to see addressed within the IPFC to improve F2F fundraising on an international scale ?

FM

By leveraging the knowledge of AEFr and its members—particularly through the work carried out by the F2F Observatory. This includes not only the Code of Conduct and Internal Regulations established by the Observatory but also the experience of its members and the daily work developed over its nine years of existence. The challenges we would like to address include improving the image of the channel and sharing self-regulation systems.

JPKR

What are now the major challenges facing F2F fundraising self-regulation in Spain ? How do you see the sector evolving over the next few years and what message would you like to pass on to other IPFC members and Charities involved in this initiative ?

FM

The main challenge for F2F fundraising in Spain is to project an image of trust and professionalism to the public and institutions. The evolution of the sector must be accompanied by clear and standardized working conditions that allow for talent attraction. In these socially uncertain times on an international level, charitable organizations must remain united to provide citizens with trust and quality.

JPKR

Thank you so much Fernando for all these inspiring insights and looking forward our next meetings, in Vienna for the International F2F Congress from April 28 to 30 or in Madrid for the annual AEFr Fundraising Congress from June 10 to 12 !

Join us on April 29th at 11:30 AM for an inspiring session at the International F2F Congress in Vienna !

What do Klimt, Mozart, Freud and F2F campaigns have in common? They all have their birth place in Austria! 😊 That also applies to the IPFC, the International Public Fundraising Council.

We perceive it as our responsibility to further and sustainably develop this globally relevant fundraising channel. With international experts present, the IPFC will host the session “Boosting F2F self-regulation in all markets through a label and an international think tank” (<https://www.f2f-fundraising.com/programme/day2/>) during the congress in Vienna to spotlight the organisations development and impact.

Use your chance to talk to the IPFC board members, discuss topics, that you would like to see the IPFC working on, or how you and your organisation can personally get involved as a member.

Get tickets left for the International F2F Congress in Vienna and get the chance to attend the IPFC session here: <https://www.f2f-fundraising.com/tickets/>

The banner features a photograph of a large audience seated in a conference hall, facing a stage with a presentation screen. The background is a solid purple color. At the top left is the IPFC logo (International Public Fundraising Council). To its right is a circular logo with colorful figures. Further right, text reads '2nd International F2F Fundraising Congress' and '28-30 April 2025 | VIENNA'. In the bottom right corner, a white box contains the text 'APRIL 29TH 11:30AM'. At the bottom, white text on the purple background reads 'IPFC Session Boosting F2F self-regulation in all markets through an international label'.