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Principles and Standards of Fundraising Practice

Ethical and best practice guidelines
for professional fundraisers

Standard of Face to Face Fundraising Practice

The Standard of Face to Face Fundraising Practice provides practical guidelines to FIA members on best practice for conducting face to face fundraising activities throughout Australia.

This Standard must be read in context with FIA's Principles of Fundraising Practice, including the Code of Ethics and Professional Conduct, the Fundraiser's Promise to Donors and Code of Acceptance and Refusal of Donations.

FIA members should note that the legislation covering face to face fundraising differs in each State and Territory. For this reason, the Standard's provisions must be read in conjunction with the relevant State or Territory legislation. If there is conflict between the provisions of this Standard and legislation, the legislation prevails.

Advancing Professional Fundraising

1. To whom does this Standard apply?

- 1.1 This Standard applies to FIA members. FIA can only monitor this Standard and enforce it if necessary against an FIA member.
- 1.2 This Standard does not replace nor override any law.

2. Training

- 2.1 An Organisation must conduct a training program on this Standard for a Fundraiser.
- 2.2 A training program must:
 - a) be of at least 30 minutes duration; and
 - b) include at least, training in all items described in this Standard that an Organisation must require of a Fundraiser.
- 2.3 For the purposes of this section, a training program may be conducted by an Organisation as part of a general training program for a Face to Face Fundraiser and may include training at a public place where a Donation may be solicited from a Donor or prospective Donor.
- 2.4 Breach of section 2.1 or section 2.2 of this Standard constitutes Unsatisfactory Conduct by an Organisation.

3. Fundraiser Identification

- 3.1 An Organisation must require a Fundraiser to clearly display to a Donor:
 - a) an authorised pledge form;
 - b) a name tag which identifies the Fundraiser by name, and the Organisation's identity in the manner described under section 4 of this Standard; and

- c) any mandatory identification requirements for a Fundraising Activity required by State or Territory legislation.

3.2 Breach of section 3.1 of this Standard constitutes Professional Misconduct by an Organisation.

4. Organisation Identification

4.1 Wherever identification of an Organisation is required by this Standard an Organisation must provide its:

- a) full name of the Organisation;
- b) corporate registration number [for example ABN];
- c) full business address; and
- d) logo (if any).

5. Information Disclosures

5.1 An Organisation must require a Fundraiser to:

- a) explain to a Donor the terms of a direct debit agreement on an authorised pledge form; and
- b) provide clear and adequate information to the Donor about any follow-up procedure, including any telephone follow-up procedure that will be conducted by an Organisation as a consequence of receipt of the Donor's Donation.

5.2 Upon request, a Fundraiser must inform a Donor of the following information:

- a) the Objects of an Organisation for whom the Fundraiser represents;
- b) the intended use of a Donation;
- c) the capacity of an Organisation for whom the Fundraiser represents to use a Donation for its intended use;
- d) whether the Fundraiser is engaged either as a Volunteer, employee or Supplier of the Organisation;

- e) whether the Fundraiser is a member of FIA or not;
- f) the means to access an Organisation's most recent financial statements or current annual report;
- g) the means to apply to see their records held by an Organisation and challenge its accuracy;
- h) the existence of the FIA Complaints Process;
- i) the existence of this Standard; and
- (j) the existence or otherwise of an Organisation policy requiring that a Donor's contact details not be exchanged, rented, or otherwise shared by the Organisation with another person or body corporate without the express written consent of that Donor, and that a Fundraiser engaged by the Organisation will comply with that policy.

5.3 An Organisation must require a Fundraiser to provide a Donor with a prompt answer to a question listed in this section 5.

5.4 A Fundraiser may inform a Donor under this section 5 verbally or by the use of printed material supplied by an Organisation for whom they represent.

5.5 Breach of section 5.1 or 5.2 of this Standard constitutes Unsatisfactory Conduct by an Organisation.

6. Professional Conduct

6.1 An Organisation must require a Fundraiser whilst undertaking a Face to Face Fundraising Activity not to:

- a) obstruct or restrict a person from going about their lawful business;
- b) impede activities of commercial organisations in public places;
- c) inconvenience members of the public in public places in the vicinity of commercial organisations;
- d) approach a person under the age of 18 with the intention of seeking a Donation;

- e) seek a Donation from a person who is frail and elderly, intellectually disabled or who is in any way vulnerable;
- f) enter a private residence under any circumstance;
- g) continue to seek a Donation where a Donor requests that they stop;
- h) work in teams of less than two Fundraisers;
- i) wear clothing supplied by an Organisation whilst not engaged in a Face to Face Fundraising Activity;
- j) in any way denigrate the Objects of an Organisation;
- k) disobey a site agreement entered into by an Organisation;
- l) accept cash, a cheque, property, or a personal gift from a Donor;
- m) mislead a Donor or allow a Donor to be misled about any matter in the Standard;
- n) state to a Donor a cost to an Organisation of conducting a Face to Face Fundraising Activity unless that cost is:
 - (i) factually accurate; and
 - (ii) approved for public release by an Organisation;
- o) seek a Donation at a time or location other than that specified by the Organisation or its representative; and
- p) use Promotional Material other than that approved by an Organisation.

6.2 FIA's Principles of Fundraising Practice prohibits the use of percentage based remuneration. To avoid doubt, an Organisation may remunerate a Fundraiser using performance based measures, providing:

- a) a level of remuneration that a Fundraiser may receive can be ascertained by the Fundraiser prior to undertaking a Face to Face Fundraising Activity; and
 - b) a level of remuneration that a Face to Face Fundraiser may receive is not calculated on the basis of a percentage of a Donation.
- 6.3 Breach of section 6.1 of this Standard constitutes Professional Misconduct by an Organisation.

7. Compliance and Management of Complaints

- 7.1 Fundraisers and Organisations must comply with FIA's Principles of Fundraising Practice and this Standard and relevant Commonwealth, State and Territory laws.
- 7.2 Complaints concerning this Standard or the conduct of a FIA member will be determined by the FIA Ethics Committee in accordance with the FIA Complaints Process.
- 7.3 Where a person wishes to make a complaint about any matter that may be addressed by this Standard an Organisation must require a Fundraiser to:
- a) inform the person that they may use the FIA Complaints Process; and
 - b) provide that person with a copy of the FIA Complaints Process.
- 7.4 Breach of section 7.1 of this Standard constitutes Unsatisfactory Conduct by an Organisation.
- 7.5 An Organisation must require a Fundraiser to not engage in an activity whilst undertaking a Face to Face Fundraising Activity that reasonably appears to the Fundraiser to be a criminal offence, in breach of an Organisation's Occupational Health and Safety Policy or would constitute Professional Misconduct under this Standard.

- 7.6 An Organisation must require a Fundraiser to inform an Organisation that the Organisation may not comply with a law when:
- a) the Fundraiser works for that Organisation; and
 - b) the Fundraiser become aware that the Organisation may not comply with a law.
- 7.7 For the purposes of section 7.6, a Fundraiser may try to inform an Organisation that the Organisation may not comply with a law in a manner that the Fundraiser thinks is appropriate for the situation.



Definitions

Beneficiary	means any person or entity which receives a benefit from an Organisation in pursuance of the Organisation's objects.
Child or Children	means a child under the age of 18.
Corporation	means an entity incorporated under the Corporations Act 2001 (Cth) and established for the purpose of profit.
Complaint	means a notice in writing sent by any person to FIA, by way of a completed FIA Complaints Form, concerning an alleged breach by an FIA member of any part of the FIA Principles and Standards of Fundraising Practice.
Director	means a person who is appointed or elected to the position of a director of an Organisation or a Corporation.
Donation	means a voluntary contribution by a Donor of money, property, goods or services to an organisation for the purpose of furthering that organisation's objects. It does not include a sponsorship or community business partnership.
Donor	means an individual or other entity that makes a contribution of value to an Organisation to further the Organisation's Objects. A Donor includes prospective Donors and an individual or entity that has previously made a Donation. A Donor does not include an individual or entity that engages with an Organisation for the purpose of trade.
Ethics Committee	means a committee established by the FIA Board pursuant to the Constitution for the purposes of making determinations on Complaints.
Face to Face Fundraising Activity	means an activity carried out by a person, Corporation or Organisation, whether for remuneration or as a Volunteer, for the purpose of raising Donations for the Object of an Organisation by means of recruiting Donors by seeking pledges for regular Donations to an Organisation in places or venues open to members of the public.
FIA	means Fundraising Institute Australia.
FIA member	means a person or organisation who is registered as an FIA member.
Fundraiser	means a person, Corporation or Organisation, who carries out activities, whether for remuneration or as a volunteer, for the purpose of raising Donations for the Objects of an Organisation.
Fundraising Activity	means an activity carried out by a person, Corporation or Organisation, whether for remuneration or as a Volunteer, for the purpose of raising funds for the Object of an Organisation.
Objects	means the objective, purpose or cause, however so defined in an Organisation's constituent documents.

Organisation	means an entity incorporated under Commonwealth, State or Territory legislation and established for a purpose other than profit.
Professional Misconduct	means conduct by an FIA member that is a violation of the Principles and Standards of Fundraising Practice that has serious adverse consequences to a Complainant or was committed intentionally by the Fundraiser or both.
Promotional Material	means any material in connection with a Donation, Fundraising Activity or an Organisation whether in printed, electronic or verbal form made available by a Fundraiser or Organisation to any person.
Sponsor	means a third party who sponsors a Fundraising Activity for an agreed outcome.
Supplier	means a third party supplying goods or services for payment to a Fundraiser and/or Organisation.
Tax	means all taxes payable in connection with a Fundraising Activity, including without limitation income tax, pay as you go (PAYG) and good and services tax (GST).
Trade Mark	means a word or group of words, logo, image, colour, scent or shape (whether registered or unregistered) used by an Organisation to identify the Organisation.
Unsatisfactory Conduct	means conduct by a FIA member that is neglectful of the Principles and Standards of Fundraising Practice or that has minor adverse consequences to a Complainant or both.
Volunteer	means a person who performs a service for an Organisation without requiring compensation for performing the service.