



## Reciprocal Charity Mailing

### Getting the most from shared mailing lists

This Code of Fundraising Practice presents a series of criteria under which charities can engage in reciprocal mailings.

The purpose of the Code is to enable reciprocal mailings to take place in a professional manner, which is conducive to the best interests of both parties and their supporters.

This Code is prepared as a guide and any charity considering undertaking reciprocal mailing is strongly advised to consult their own professional advisers in the creation of the written terms of agreement.

The Institute of Fundraising recommends that all list owners engaging in reciprocal mailing must be members of the Mailing Preference Service as a protection to their supporters' rights to privacy.

### Related Links

- [Read all of the Reciprocal Charity Mailing Code](#)
- [Contact the Policy Team](#)