



## Volunteer Fundraising

### Emphasising the importance of good volunteer management

Volunteer fundraising is the most prevalent form of fundraising in the UK. The NCVO Civil Society Almanac 2009 estimates that almost two thirds of all volunteers (65%) in the UK are involved with raising and handling money.

As such, volunteer led fundraising activity is the most frequent way in which the majority of the public engage with and encounter fundraising practice, for example, through attending events, coffee mornings or meeting house to house collectors.

Good practice in volunteer management is therefore especially important in fundraising.

Through having a good volunteer fundraising experience, people gain an insight into fundraising, build support for charities from both themselves and others, and engage in the kinds of activity that are the essence of the voluntary and community sector.

Among volunteer fundraisers is a range of high profile individuals. This Code of Practice therefore applies to organisations with patrons, trustees or celebrities who are involved in fundraising as volunteers.

### Related Links

- [Read all of the Volunteer Fundraising Code](#)
- [Guidance for 'In Aid Of' Volunteers](#)
- [how2fundraise.org](http://how2fundraise.org)
- [Volunteering: Hot Topic](#)
- [Working with Volunteers for Community Fundraising Success Conference Materials](#)
- [Contact the Policy Team](#)

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