



## Telephone Recruitment of Collectors Code of Fundraising Practice

### Check-list: key questions to ask

- Does the content and style of the collection comply with all relevant laws and codes? (3.1)
- Does the content of the call clearly include all relevant information about the caller, purpose of the call and what is asked of the contact? (3.1)
- Are effectively monitoring procedures in place? (3.2)
- Do processes ensure data protection regulations are followed? (3.2, 3.3)
- Do records and management systems enable collectors to be retained annually? (3.2)
- Are any complaints handled effectively? (3.3)
- Are reasonable precautions taken to ensure collectors are honest and reliable? (2.0, 3.2)
- Do volunteers receive written confirmation about their role and the collection promptly? (3.3)
- Are requests not to be called again in relation to volunteering reported? (3.3)
- Are proceeds of collections reconciled with collectors? (3.4)
- Are procedures in place to investigate any collectors who do not bank proceeds from a collection? (3.4)
- Is the charity satisfied with the security of the collection? (3.4)
- Is a procedure in place for random checks of witnesses who verify collection proceeds? (3.4)
- Are records of collections kept for at least 3 years? (3.4)
- Are recruiters trained effectively? (4.1)
- Are recruiters paid appropriately? (3.1)

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## 1.0 The Codes of Fundraising Practice Explained

The Institute of Fundraising's **Codes of Fundraising Practice** are structured in order to highlight what is mandatory at law, what the Institute regards as a mandatory requirement for its members and what constitutes advice on best practice.

In this Code a phrase where the word:

**MUST** is in bold indicates a requirement that is mandatory at law.

**OUGHT** in bold indicates a requirement that is mandatory for members and affiliated organisations of the Institute.

**SHOULD** in bold indicates a course of action that is recommended as best practice.

Organisations engaged in fundraising **SHOULD** join the Fundraising Standards Board and **SHOULD** follow their complaints procedure.

This **Code of Fundraising Practice** is intended to address fundraising

activity throughout the UK. Legal requirements can vary between different jurisdictions (England & Wales; Northern Ireland; Scotland).

In this Code, **MUST\*** in bold indicates a legal requirement within one jurisdiction but not in others.

The Institute recommends that organisations adhere to the most rigorous interpretation of the law applicable to an activity.

Users should be aware that this Code addresses the law as it stands at the date of publication throughout the UK.

Reviews of the law relating to fundraising and fundraising activities, governance and charitable status are ongoing in Scotland, England and Wales.

This **Code** will be revised to take into account any developments or changes in the law that may result from these initiatives.

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## 2.0 Introduction

The Institute of Fundraising policy on the use of the telephone to recruit collectors for public collections recognises that the telephone is an important tool in enabling the general public, who otherwise might not do so, to participate in charitable activity.

Where used appropriately, the telephone is a positive and effective method of recruiting volunteers to raise funds for charity.

- Charity aims in recruiting collectors by telephone or otherwise, **SHOULD** be to find the appropriate number of honest and reliable collectors as cost effectively as possible.

The use of the telephone to recruit public collection collectors may prove more or less costly than alternative methods of recruitment for different organisations operating under varying circumstances.

- In every instance, charities and other voluntary organisations seeking to recruit collectors **SHOULD** be able to show evidence that they sought to recruit collectors in the most cost effective manner from the broadest range of recruitment options open to them.
- Charities **SHOULD** ensure that all other methods of recruiting collectors have been properly and prudently analysed before any cold calling is commenced.

## 3.0 Preparation and Procedure

### 3.1 Content and Style of Telephone Calls

- The content and style of all telephone calls **SHOULD** be managed within an agreed structure, which **MUST** conform to all relevant legislation and **OUGHT** to comply with any relevant Codes of Fundraising Practice.
- The content of the call **OUGHT** to include:
  - the name of the caller and the charity represented;
  - the name, address and telephone number of the person responsible within the charity for the organisation of the collection together with the intention to provide this information in written form with any subsequent communication should the contact agree to participate in a collection;
  - clearly stated purpose of the call;
  - clarity that there is no obligation to participate in the collection;
  - where asked by the contact, the method of telephone number selection;
  - no misleading or untruthful statements;

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- a clear opportunity for the contact to say NO;
- what is asked of the contact:
  - precise dates of the collection;
  - specific areas that the collector is asked to collect in;
  - the method of payment of the proceeds of the collection to the charity; and
  - an assurance that the collector is 16 years of age or over

### 3.2 Monitoring Telephone Recruitment

- In order to be accountable for their actions, charities (or their agents) **SHOULD** ensure that monitoring procedures are clearly understood and observed by all staff at all times.
- They **OUGHT** to:
  - only undertake calls to pre-selected telephone numbers, thereby controlling who is approached. Where names are taken direct from the electoral roll, it is advisable to select those names that have appeared on the electoral role at the same address for the previous three years. All calls **MUST** adhere to the Telecommunications (Data Protection and Privacy) (Direct Marketing) Regulations 1998 (please refer to the Institute's Data Protection Code of Fundraising Practice for further information). It is unlawful to make a call to individuals who have indicated they do not wish to receive such calls through registration with the Telephone Preference Service (TPS);
  - establish and maintain an up-to-date record of individuals who are prepared to collect on a repeat basis for the charity. Charities (or their agents) **OUGHT** to maintain adequate records and management systems to ensure that they are able to approach and seek to retain, existing collectors on an annual basis;
  - know precisely who is telephoning whom;
  - maintain standard recording forms that will include:
    - the total number of contacts;
    - the identification of each telephone contact; and
    - the result of each contact.

### 3.3 After the Telephone Call

- The results of all telephone calls **SHOULD** be recorded.
- Any complaint made within the time of the telephone call **OUGHT** to be reported to a pre-determined, responsible staff manager.
- Where appropriate (i.e. when asked by your contact), any request made by the contact during the time of the telephone call not to be contacted again in respect of collector recruitment or any other fundraising requirements **MUST**

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be reported.

- Confirmation **OUGHT** to be made promptly and in writing to the collector, including their precise responsibilities and duties throughout the collection. (See also the Institute of Fundraising House-to-House Collections Code of Fundraising Practice)

### 3.4 After the Collection has Taken Place

- Charities (or their agents) **MUST** reconcile the proceeds of the collection with individual collectors.
- Charities (or their agents) **MUST** identify and investigate collectors who have not banked the proceeds from a collection and **MUST** satisfy themselves as to the security of the collection in each and every instance.
- Charities (or their agents) **OUGHT** to have a procedure for random checks of witnesses who verify collection proceeds.
- Charities (or their agents) **SHOULD** monitor the results of collections on a geographical basis so as to ensure that collections that are not cost effective are removed from future recruitment programmes.
- Charities (or their agents) **MUST** retain complete records of collections for at least three years and preferably for five years after the date of the collection.

## 4.0 Relations with Stakeholders

### 4.1 Telephone Recruiters

Charities will need to maintain training and monitoring procedures to ensure that this method of recruitment is not abused and to guarantee the security of any funds or property raised.

- Training **SHOULD** be undertaken by an informed and authorised member of staff on a group or individual basis.
- All training **SHOULD** be supported by a comprehensive manual, which should contain clear guidance for recruiters on the following points:
  - general information on the charity;
  - general information on how the collection concerned is structured;
  - the content and the style of the telephone call;
  - a standard script for the telephone conversation;
  - precise details of what is expected of collectors;

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- precise details for recording and monitoring all telephone contracts - a completed example **SHOULD** be included;
- how to deal with complaints and public enquiries; and
- where applicable, clear indication of the terms of payment. Payment of telephone staff **OUGHT NOT** be based solely upon the number of collectors that pledge to undertake the collection.

### 3.2 Collectors

- Charities **MUST** take reasonable precautions to find honest and reliable people to act as collectors.

They will need to bear in mind that some sections of the public view telephone recruitment of collectors with some suspicion, because some charities using that method have, in the past, seemed not to be concerned with the honesty or reliability of the potential recruit.

- Charities (or their agents) **SHOULD** maintain records of individuals who do not wish to collect and those who fail to undertake a collection after being issued with collection materials.
- This information **SHOULD** be used to ensure that such individuals are not approached to collect in future collections.

## 5.0 Appendix

### 5.1 Useful Contacts and References

- **Information Commissioner's Office**  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Phone: 01625 545745  
Email: [mail@ico.gsi.gov.uk](mailto:mail@ico.gsi.gov.uk)  
Website: [www.ico.gov.uk](http://www.ico.gov.uk)
- **Institute's Fundraising Data Protection Code of Fundraising Practice:**  
[www.institute-of-fundraising.org.uk/codes](http://www.institute-of-fundraising.org.uk/codes)
- **Telephone Preference Service**  
DMA House  
70 Margaret Street  
London W1N 8SS

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