



Access to Edited Electoral Roll Protected

Lobbying success ensures proposed policy amendment is opposed

Fundraisers have continued access to the edited electoral register, thanks to the Institute's recent lobbying activity. On behalf of its members, the Institute has directly lobbied several members of the House of Lords, in order to counter a proposed amendment to policy around the edited electoral register. This amendment aimed to abolish the use of the edited electoral roll.

The electoral roll is the only big source of accurate data for the UK population, including people's home addresses. This data enables fundraisers to target their mailings more effectively which in turn helps to reduce junk mail.

The accuracy facilitated by the electoral roll also helps charities' stewardship processes. If fundraisers are unable to verify a potential donor's address accurately, there is more chance of mail being wrongly addressed, which can reduce their inclination to donate. Such problems would become increasingly acute as data becomes more out of date, that is, as the last edited electoral roll register becomes older.

As a robust source of data checking, it is really important that the register remains publicly available. Charities have an obligation to comply with data protection laws and to develop the cleanest lists available to ensure targeted and efficient use of direct mail.

Louise Richards, Director of Policy and Campaigns at the Institute of Fundraising, comments:

'We have, for a time, averted a crisis. This proposed policy change would have meant charities no longer having access to the edited electoral roll, which would mean a loss of income in already challenging financial times - for many of our members.'

'The Institute will continue to represent the concerns of fundraisers in Government's consultation on this issue.'