

Ringing the changes

Telephone fundraising survey to determine trends and attitudes to TPS regulations

A telephone fundraising survey has been launched by the IoF and Relationship Marketing. The survey seeks to establish:

- how charities currently use the telephone for fundraising
- how charities would like to use the telephone to contact donors and potential supporters
- charities' understanding of the TPS regulations
- charities' views as to whether there is a need for change

These issues are being considered following the recent publication by Hugh McCaw, Chief Executive of Relationship Marketing, of a White Paper on telephone fundraising and the restrictions placed on charities. They will serve to inform the IoF's policy and campaigning activities going forward.

Lindsay Boswell, Chief Executive of the Institute of Fundraising, comments:

'This survey is going to help us determine if there is an appetite for change from amongst our membership when it comes to telephone fundraising and TPS regulations.'

'We are keen to push for change if fundraisers feel that reform would mean the potential to raise more money, which is especially necessary in the current climate.'

The **survey** has been distributed to over 5,000 Individual members of the IoF. The closing date for the survey is 21st August 2009. Survey results will be analysed and published.

Related Links

- [Contact the policy team](#)