



**PROFESSIONAL FACE TO FACE**  
FUNDRAISING ASSOCIATION

## CODE OF CONDUCT

Professional Face-to-Face Fundraising Association (PFFA) – Last Updated April 29, 2020

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## I. Glossary of Terms

**Non-Profit Organization (NPO):** An organization that is established for purposes other than profit-making.

**Face-to-Face Fundraising (F2F):** This is the act of one-to-one engagement between the prospective donor and the Professional Face-to-Face Fundraiser on behalf of a Non-Profit Organization and their mission-related work.

**Professional Fundraising Agency (PFAs):** An agency that provides Face-to-Face Fundraising services which includes solicitation conducted on behalf of Non-Profit Organization.

**Professional Face-to-Face Fundraiser:** Individual fundraisers employed/contracted by the Non-Profit Organization or a Professional Fundraising Agency to carry out the day-to-day fundraising activities on behalf of the Non-Profit Organization in a designated geographic area.

**Recurring donor:** A recurring donor is one that pledges to donate a specified amount, on a monthly, quarterly, semi-annual or annual basis, to a specific Non-Profit Organization to ensure funding of mission-related and administrative work.

**Fundraising activities:** These activities can be defined as residential or small business canvassing, street fundraising or fundraising at or near retail locations or other private sites.

**Site/territory rotation systems:** This system is one by which Professional Fundraising Agencies within a market rotate, assign and document fundraising activities in a particular market where these systems exist. Typically, more developed markets have these systems in place and are used by all Professional Face-to-Face Association members.

**Local laws, licenses and permits:** Local laws, licenses and permit requirements can vary by state, county and local municipality. Information can be found for individual states, counties and municipalities by contacting the entity and making an inquiry regarding their requirements surrounding the charitable solicitation of donations in the particular area. Often times, a state licensed Professional Fundraising Agency will meet county and municipal requirements when the state license is secured.

## II. Professional Face-to-Face Fundraising Association (PFFA)

### History of the PFFA

The Face-to-Face Work Group held its inaugural meeting February 24, 2015. Subsequent Work Group meetings were held on July 10, 2015, November 9, 2015, April 4, 2016 and July 12, 2016. Organizations listed below had at least one attendee attend at least one Work Group session and actively participated in the formation of this document and contents. Participants share the desire to self-regulate, enhance learnings from colleagues and identify best practices and Key Performance Indicators for the betterment of the Face-to-Face fundraising industry and the organizations served by its practice.

In June/July of 2016, Work Group participants decided by majority vote, the Face-to-Face Work Group become the Professional Face-to-Face Fundraising Association or better known as the PFFA. The association was formed and the first board of Directors was elected in 2018.

### Board of Directors

Sherry Bell – President

Monica Muten - Treasurer

Hailey Render-Brown - Secretary

Mike Wakeland – Board Chair

Thomas Kurmann

Matt Pearsall

Melanie Sovern

Paul Tavatgis - Consultant

## PFFA Members

All members of this association agree to adhere and protect all principles and best practices established herein. In 2019, members obtained membership status through financial support or dues.

A Direct Solution  
Asenta Group  
Britevox  
DialogueDirect  
Evergiving  
General Counsel, P.C.  
Give Bridge  
Global Faces  
Grow Fundraising & Consulting Inc.  
HCB Canada  
Humane Society of the United States  
IFAW  
Integral  
Membership Drive  
MSF/Doctors Without Border  
Multiply Strategies

New Canvassing Experience  
NNE Marketing  
O'Brien Garrett  
Oxfam America  
Personal Fundraising Services  
Public Outreach  
Purpose Path  
Save the Children  
Smile Train  
Special Olympics  
Stephen Thomas  
The Patriot Group  
Threshold Fundraising  
TNI The Network Inc.  
World Wildlife Fund US

### III. Introduction to the Code of Conduct

#### Why Non-Profit Organizations Utilize Face-to-Face Fundraising

For Non-Profit Organizations (NPOs) to achieve their goals and carry out mission-related work, they must proactively seek donations from the public. To effectively raise money from the public, Non-Profit organizations must invest in fundraising and raise awareness surrounding relevant issues.

Face-to-Face (F2F) fundraising is one of several outreach methods Non-Profit Organizations use to connect with members of the public. A Face-to-Face interaction is unique in that it allows a member of the public to have a personal interaction with a knowledgeable Professional Face-to-Face Fundraiser who is passionate about the Non-Profit Organization they represent. The Professional Face-to-Face Fundraiser is either employed/contracted by the Non-Profit Organization or by a Professional Fundraising Agency (PFA). The Professional Face-to-Face Fundraiser can engage the member of the public, answer their questions and ensure a full understanding of the cause and the commitment level required to become a donor. This kind of interaction allows potential donors to consider the meaning and impact of their decisions.

Non-Profit Organizations hire internal staff or enter into service agreements with Professional Fundraising Agencies (PFAs) which provide Face-to-Face fundraising services.

#### Fees for Service and Handling of Contributions

The objective of Face-to-Face fundraising is to secure financial support and raise awareness on behalf of the Non-Profit Organization from members of the public to ensure funding for mission-related work and administration. When a Non-Profit Organization does not employ a Face-to-Face fundraising team within the organization, it will engage a Professional Fundraising Agency through a fundraising service agreement. A flat fee is paid for each new donor by the Non-Profit Organization to a contracted Professional Fundraising Agency. The Professional Fundraising Agency is contracted to recruit new recurring and/or one-time donors through Face-to-Face fundraising efforts. Members of the Professional Face-to-Face Fundraising Association adhere to ethical guidelines defining Fees for Service and do not pay or receive any one-time fees for service based on a percentage of the donation.

A recurring donor is one that pledges to donate a specified amount, on a monthly, quarterly, semi-annual or annual basis, to a Non-Profit Organization to ensure funding of mission-related work, or other areas which support or enhance mission-related work. This fee is paid from a specified budget and is not subtracted from the new donor's contribution. Through secure processes, 100% of all contributions secured by Professional Fundraising Agencies are sent directly to the Non-Profit Organization or are secured by the Non-Profit Organization through the Professional Fundraising Agency's platform.

## IV. Code of Conduct

### A. Face-to-Face Fundraising

The Code of Conduct provides guidance for the practical application of Face-to-Face fundraising activities in the United States. It has been put forth as best practice by the Professional Face-to-Face Fundraising Association comprised of Non-Profit Organizations (NPOs), that utilize Face-to-Face fundraising as a valuable method of donor acquisition, by Face-to-Face Professional Fundraising Agencies (PFAs) which supply Non-Profit Organizations Face-to-Face fundraising services directly, or by way of subcontract and by vendors that provide other related services in the industry.

### B. Duty of Loyalty

Members of the PFFA owe a duty of loyalty to the PFFA and to each other as members of the PFFA. Members should not seek to disrupt the work of other members. This is not intended to prevent fair and lawful competition between members as part of their normal business activities.

### C. To Whom Does the Code of Conduct Apply?

1. This Code of Conduct applies to all members of the Professional Face-to-Face Fundraising Association, their staff and any entity that utilizes Face-to-Face fundraising method or services, but it shall not override federal, state and local laws.
2. The Code of Conduct shall be provided to all Face-to-Face fundraising staff who work as, or in coordination with, Professional Face-to-Face Fundraisers prior to conducting fundraising activity.

### D. Employment and Contracting Practices

1. All PFFA members shall use ethical, transparent, and fair employment and/or contracting practices that comply with federal, state, and local laws, and will include background checks on all Professional Face-to-Face Fundraisers as set forth by the Non-Profit Organization or as agreed between the Non-Profit Organization and Professional Fundraising Agency.
2. All Professional Face-to-Face Fundraisers shall receive campaign training prior to independently conducting professional fundraising activities. At a minimum, this training will include professional conduct, Non-Profit Organization representation and donor information protection and security.

## E. Professional Face-to-Face Fundraiser Identification

All Professional Face-to-Face Fundraisers shall carry a clearly visible identification badge that identifies them as a Professional Face-to-Face Fundraiser on behalf of the Non-Profit Organization. The identification badge shall contain the Professional Face-to-Face Fundraisers name, identification number, and contact details for the Non-Profit Organization and the Professional Fundraising Agency.

## F. Face-to-Face Fundraising Locations and Compliance

1. All PFFA members and Professional Face-to-Face Fundraisers employed by PFFA members shall be respectful of public space and shall make best efforts to be compliant with state and local laws for licenses and permits.
2. All PFFA members and Professional Face-to-Face Fundraisers shall use the PFFA Automated Territory Management System in market locations where available. If the ATMS system is unavailable members and Professional Face-to-Face Fundraisers shall use considerable efforts to coordinate with colleagues working in shared markets to ensure appropriate management of fundraising locations.

## G. Professional Face-to-Face Fundraising Practice

1. Professional Face-to-Face Fundraisers shall communicate, fundraise and carry out fundraising activities with integrity. Intentionally providing inaccurate information by false report, omission or avoidance is strictly prohibited.
2. Professional Face-to-Face Fundraisers shall not accept a gift, money or favor in lieu of a donation to the Non-Profit Organization which they represent.
3. Professional Face-to-Face Fundraisers shall not use the personal banking details or contact information acquired during fundraising activity for any use other than its intended purpose. This conduct is strictly prohibited.
4. Professional Face-to-Face Fundraisers shall not participate in any type of harassing, abusive, violent or unprofessional behavior while at work, while wearing the Non-Profit Organizations brand, or while attending a work sponsored activity.
5. Professional Face-to-Face Fundraisers shall not participate in aggressive or intimidating fundraising tactics while interacting with the public.
6. Professional Face-to-Face Fundraisers shall always be polite, courteous, and respectful of persons and property.
7. Professional Face-to-Face Fundraisers shall not solicit minors or other vulnerable populations which may be unable to make an informed financial commitment.
8. Professional Face-to-Face Fundraisers shall inform donors, fully, and without omission, of the nature of their commitment and ongoing donation schedule, as applicable.



9. Professional Face-To-Face Fundraisers shall not approach other Face-To-Face Fundraisers during their work with the intention of disrupting the work of the other Face-To-Face Fundraisers and this behavior shall not be directed or encouraged by supervisors or business owners.

## H. Professional Face-to-Face Fundraiser Orientation & Education

1. All Professional Face-to-Face Fundraisers shall receive Non-Profit Organization and Professional Fundraising Agency approved orientation and support prior to engaging in independent fundraising activities to ensure quality interactions on behalf of the Non-Profit Organization.
2. As part of an ongoing educational track, Professional Face-to-Face Fundraisers shall receive and acknowledge orientation including campaign information, fundraising skills, personal safety and data handling protocols.

## I. Data Security and Protection

1. All PFFA members which engage in Face-to-Face fundraising shall protect donor data; personal and financial.
2. All PFFA members which provide Face-to-Face fundraising services shall maintain compliance as is required by law and guided by best practice.

## J. Management of Donor Feedback

PFFA members take all feedback from members of the public seriously. All PFFA members shall establish and maintain a system to receive feedback from the general public and address accordingly, in a timely manner.

## COVID19 Response

This section was added to the Code of Conduct on April 2020 in response to the COVID19 crisis. The requirements of this section will apply until further notice. This section summarizes the PFFA Rebuild & Recovery Plan to provide industry guidance to resume and manage face-to-face fundraising activities with consideration of the COVID-19 global crisis. Please refer to the PFFA Rebuild & Recover Plan for detailed guidance.

- a. PFFA members shall ensure that any fundraising does not place at risk the health and safety of the wider community, members of the public, Face-to-Face Fundraisers, and staff members.
- b. All PFFA member fundraising must comply with all relevant government requirements, including but not limited to federal, state, municipal governments, as well as the CDC and OSHA, and orders relating to community safety during the COVID19 crisis.
- c. PFFA members must not allow or encourage travel by Face-to-Face Fundraisers or other staff which would put at risk the health and safety of the wider community, members of the public or any staff members.
- d. Any alternative fundraising activities carried on by PFFA members must comply with the relevant government regulations for that activity, as well as industry best practice guidance
- e. PFFA members must not recommence fundraising in any area until the market assessment criteria from the PFFA Rebuild & Recovery Plan has been met. Additionally, PFFA members shall abide by the PFFA COVID19 Rebuild and Recovery best practice document, created for and by member organizations.
- f. PFFA Members should note that people could be vulnerable owing to illness, bereavement, or loss of income. PFFA members should ensure that any fundraising activity whether face-to-face or through other means, is conducted with respect to treatment of potentially vulnerable people and that suitable training and monitoring is provided to staff to ensure this outcome.