



***Guidelines for safety procedures related to F2F  
fundraising for charities and charitable  
foundations***

**AMRAC**

Joint Authority for the Regulation of Fundraising Actors – Founding member of the IPFC



## Preamble

Face-to-face fundraising is one of the major fundraising channels for the voluntary sector in the field of public interest causes. It concerns not only well-known non-governmental organizations, but also a dense network of charities and foundations working on a local, national or international scale. Face-to-face fundraising creates thousands of jobs every year and recruits hundreds of thousands of regular donors by direct debit. In order to secure this activity and allow its development with the general public, the **Joint Authority for the Regulation of fundraising actors (AMRAC)** brings together charities and fundraising agencies and operators. It acts in favor of regulating face-to-face fundraising campaigns in France. It provides professional rules, sets a code of good and ethical practices (Code of Conduct), organizes the management and coordination of campaigns and ensures their compliance with professional and regulatory rules in force. It also takes all appropriate measures to prevent, avoid or put an end to breaches of the Code of Conduct established by its members.

AMRAC is also a member of the international network of mixed regulatory bodies (charities and fundraising operators) for face-to-face fundraising, the IPFC, International Public Fundraising Council. Membership of this international network is subject to a strong collegial requirement of quality and ethics criteria subject to a commitment and acceptance of control allowing its members to claim the IPFC label.

AMRAC is therefore the depository in France of the commitments made by the IPFC, in particular in the establishment of health standards prior to the resumption of face-to-face fundraising activities in a pandemic situation due to Covid-19. This guidelines deal with the conditions for resuming face-to-fundraising for all “on-the-ground” employees in the sector: face-to-face fundraisers. It is supplemented by the update of the DUERP with regard to the Covid-19 pandemic which itself incorporates all the provisions relating to the protection of employees working in offices.

## Legal obligations & compliance with the national end of quarantine protocol of the Ministry of Labor

All of AMRAC members in charge of using face-to-face fundraisers, face-to-face fundraising operators and charities carrying out all or part of their face-to-face fundraising programs in-house, must ensure before any resumption of their face-to-activities, compliance with legal requirements in labor law and preservation of the health of employees in pandemic times.

Reminder of these general preliminary obligations:

- 1/Consult the staff representatives on the basis of the Resumption Plan
- 2/Consult the External Staff Representative Institutions on the basis of the Resumption Plan
- 3/Designate a “Covid-19” referent
- 4/Update the DUERP (Risk Assessment Single Document) in order to adapt working conditions to protect the health of employees in the context of a pandemic
- 5/Establish the list of positions and employees exposed
- 6/Implement an employee health monitoring plan with regard to the risk of contamination with Covid-19
- 7/Limit the number of employees exposed

8/Take into account the vulnerabilities related to employees' health without circumventing the principle of medical confidentiality, by prioritizing telework or sick leave

9/Update the prevention plan for external companies acting as providers of face-to-face fundraising operators

10/Communicate to the Labor Inspectorate and occupational health all the measures taken in accordance with these guidelines to safety procedures for charities and member companies of AMRAC

11/Check the compliance of the actions implemented with the national "end of quarantine" Protocol of May 2, 2020

12/Attach this Safety Procedures Guidelines to any communication of resumption of activity of the face-to-face fundraising operator to the end of quarantine Unit of the Ministry of Labor.

## Ensure the safety of face-to-face fundraisers and of the public

### Preventive hygiene measures for face-to-face fundraisers

- Wash your hands regularly at each break with soap or hydro-alcoholic gel.
- Avoid all contact during face-to-face encounter with the public.
- Avoid touching your face with your hands.
- Avoid coughing in your hands. Cough only in your elbow or in a disposable tissue.
- Avoid physical contact with members of its fundraising team.
- Greet each other without physical contact.
- Keep a physical distance of 1 to 1.5 meters in all circumstances, whether with the public or between team members
- Encourage dialogues with people wearing face protection themselves, whether by a mask or a visor.
- Avoid conversations with the public who obviously belong to vulnerable populations (the elderly and/or those with visible respiratory impairments).
- For door-to-door, exchanges between fundraisers and potential donors must exclusively take place outside the apartment or house.
- Ban all conversation with more than one potential donor at the time.

### Employee protection equipment

- All face-to-face fundraisers must wear face protection covering the mouth and nose (masks or visors).
- All face-to-face fundraising operators, companies or charities carrying out their face-to-face fundraising programs directly, must provide their employees with:
  - Face protection equipment (masks or visors), whether for public transportation or for their working day. Disposable equipment must be supplied in sufficient quantity according to their duration of use.
  - Hydro-alcoholic gels pods in sufficient quantity and regularly renewed.

### Setting up face-to-face fundraising locations

- Favor open and wide spaces
- The size of the face-to-face fundraising team must be proportionate to the size of the fundraising locations, so that the face-to-face fundraisers are always distant from each other and never in a configuration requiring them to involuntarily undergo a physical distance of less than 1.5 meters with the public.

## Work material

- Prohibit paper and pens for the benefit of digital tablets.
- Avoid manual signatures by opting for contactless signatures with a text confirmation message.
- Prohibit any welcome pack and more generally any paper documentation or accompanying product offered to new donors.
- When using a stand, it must be regularly (several times a day) cleaned with hydro-alcoholic sprays.

## Recruitment interviews and training

- Collective interviews in closed spaces are prohibited.
- Limit individual interviews in professional premises as much as possible. In this case, have a ventilated space greater than 10 m<sup>2</sup>.
- Favor any form of videoconference interview.
- Training of less than two people in covered and ventilated space of more than 12 m<sup>2</sup> is possible while respecting the use of face protection and barrier gestures.
- Training of more than two people in an enclosed space is prohibited.
- All training of more than two people must be done remotely by videoconference.
- All training includes a full part relating to compliance with the AMRAC security procedures guidelines.

## Prevention of contamination

- All field supervisors are trained to identify the symptoms of Covid-19.
- Any fever revealed, cough or breathing difficulty of one of the fundraisers of a face-to-face fundraising team commits the field supervisor who is responsible for it to a request for a medical visit accompanied by temporary isolation until a medical work permit is issued.
- The systematic temperature measurement of employees is not required. However, these guidelines recommend an incentive communication for daily self-monitoring of body temperature by all employees.

## Barometer of the « end of quarantine » for face-to-face fundraising activities

- AMRAC members commit to establishing a dashboard to monitor the restart of face-to-face fundraising programs. This includes three indicators:
  - The implementation of security procedures, their control and their evaluation in connection with the representative institutions of internal and external staff.
  - Public acceptance of face-to-face fundraising campaigns. Each new donor is likely to be contacted in compliance with GDPR regulations to meet the needs of a qualitative watch on compliance with security standards as described in this procedures guide. Everyone is informed of the possibility left to communicate their possible criticisms to an email address of the fundraiser or its sponsoring association.
  - The level of fundraising results (efficiency & volumes) obtained compared to what they were for each fundraiser before the pandemic crisis. These declarative data are not intended to oblige fundraisers to communicate their results in absolute value in a competitive economic space. They should only be expressed as a percentage in the light of past results without anti-competitive disclosure.
- All of these elements are centralized by AMRAC in strict compliance with the competitive loyalty of face-to-face fundraising activities and are the subject of a quarterly contribution in the form of a barometer of resumption of face-to-face collection activities. They also contribute to international studies by the International Public Fundraising Council (IPFC).



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142 rue de Rivoli 75001 Paris - [www.amrac.fr](http://www.amrac.fr) - [twitter.com/AMRACFR](https://twitter.com/AMRACFR)