

Coronavirus (COVID-19): face to face fundraising

This guidance is part of a series of resources produced by the Fundraising Regulator and Chartered Institute of Fundraising that aim to support charities and other fundraising organisations to be able to return to fundraising activities in a responsible way. By responsible fundraising, we mean that fundraising is carried out in a sensitive and safe way, in-line with the [Code of Fundraising Practice](#) and current [Government advice](#). Requirements may also differ between England and the devolved nations of [Scotland](#), [Wales](#) and [Northern Ireland](#). Depending on where your charity carries out fundraising, you should always check the relevant Government advice and apply it to your fundraising activity.

Any changes to the way your organisation fundraises should be communicated to all fundraisers and appropriate support and training provided. This series of guidance is intended to inform responsible decision making, and in all cases charities will need to consider 1) the safety and wellbeing of your fundraisers and the public, and 2) the public mood, response from supporters and the evolving context.

Status of this guidance

This guidance is intended to aid good decision making and sets out a framework for responsible fundraising. It is the responsibility of each individual organisation to exercise judgment about how and when they restart any paused fundraising activities in light of Government advice and the advice set out in this guidance. Part of acting responsibly will also include fundraising organisations properly documenting their decisions, undertaking risk assessments, and being prepared to explain and justify these if necessary.

Face to face fundraising: principles and key considerations

Fundraising must be carried out responsibly and as Government restrictions are eased, the health, safety and wellbeing of the public, fundraisers and volunteers must come first. This guidance covers face to face fundraising - asking people for a commitment to make regular donations by, for example, direct debit, or collecting personal data so people can make donations at a future date. Fundraisers using this method of fundraising speak to people face-to-face on the street, by knocking on people's doors (house-to-house), or on private land which the public have access to, such as shopping centres.

Before reading this guidance, read our over-arching COVID-19 guidance which includes what you should consider when adapting the way your organisation fundraises during the pandemic, in particular:

- how to plan your future fundraising;
- how to behave and interact safely and respectfully with the public; and
- how to safeguard the public, staff and volunteers
- undertaking a risk assessment

Make sure your behaviour is respectful – You should expect that at this time some members of the public may be more anxious than usual about interacting with others. Check that an individual is happy to talk with you and be respectful about personal space while maintaining a distance of 2 metres. You should also be mindful of how your interaction can affect others in a public space, so it's important to be aware of others around you and the space you are in. You should be particularly mindful that an increased number of individuals may be experiencing financial hardship, or grief, so it's important to be particularly aware and responsive to any signs or indications that they are in distress or do not want to continue. You can find more information on behaviours and general fundraising principles in our guidance here [\[link\]](#).

Get the right licences and permissions – If you are fundraising in a public place or on a private site, check that any previously obtained licences or permissions are still valid. Contact the licence holder that granted you permission and ask if there are any further terms and conditions you need to comply with. If you have a [national exemption order](#) you must make sure that you are working consistently with its terms, and check whether any additional measures or changes are necessary. For further standards on licences and permission, see section [8.2](#) of the code.

Use sites responsibly – You should remove yourself from a site if an area becomes unusable due to overcrowding. For example, the increased likelihood of people queuing during the pandemic may mean a site becomes overcrowded quickly. You should inform whoever you arranged the activity with in these circumstances. It may be that an alternative site or arrangement can be agreed. Do not resume fundraising from a new position without permission to do so.

Keep to social distancing guidance – You must fundraise in accordance with [Government guidance on social distancing](#) and in line with any rules from the governments of Scotland, Wales and Northern Ireland and any further conditions from local authorities. Be aware that the public might expect to maintain these practices after restrictions lift. You should implement social distancing measures in following ways:

- **Keep a minimum distance** – You should maintain a minimum distance of two metres from members of the public and between yourself and other fundraisers. For example, if you knock on a person's door, you should then move two metres away from the door. If you have a stand in a public place then consider having markings or materials that clearly set out a two metre boundary. Messages on clothing or signage about social distancing should also be considered.
- **Give way to the public** – Fundraisers must never cause any physical obstruction to the public (see standard 8.1.2 in the code). When you are moving between positions always be mindful of the two-metre rule, and give way to the public to let them pass at a safe distance.
- **Maintain a static position** – The code allows fundraisers to approach the public, for example by taking steps alongside them (see standards 8.4.19 and 8.4.28 in the code). However, this is likely to cause anxiety at the current time, so we recommend maintaining a static position and giving clear warning if you are going to move closer while always maintaining a two-metre distance.
- **Do not approach people who are queuing** – The code states that you must not approach people who are queuing when undertaking some methods of fundraising (see standard 8.1.6). We strongly advise that this standard is applied to all forms of fundraising to maintain social distancing, as queuing for local amenities may be increasingly common.
- **Review methods for exchanging items** – Any activity which involves an exchange of items or close contact, such as printed materials or a 'thank you' (for example, a badge for adopting

an animal) should only be done in a way that is safe. Where items are given in exchange for support, consider doing this at a later date, or electronically, or if an item is to be taken at the time, make sure it can be collected from an appropriate distance and due consideration is given to maintaining appropriate hygiene (for example, through the availability of hand sanitiser).

Keep up good sanitation practices – You should wash your hands and use hand sanitiser frequently. Where possible, restrict the use of shared equipment. If it is to be shared, make sure it is appropriately sanitised.

Limit the number of fundraisers – The code requires that no more than two fundraisers should approach a household when door-to-door fundraising (see standard 8.4.11 in the code). There is no limit to the number of fundraisers taking part in other fundraising activities, apart from where this is set out in the licenses or permissions. You should carefully review the space and the number of fundraisers working together. Unless you are sure that it is safe, we recommend no more than two fundraisers work together at the same site at any one time and that only one fundraiser at a time approaches a household. Your presence should not contribute to overcrowding – see the point above on responsible site usage.

Review how you process donations – To adhere to social distancing guidance and good sanitation practices, you may need to review how you take payments and handle donations. All solutions need to meet the standards on processing donations in [section 4 of the code](#).

- **Use sanitation measures.** Provide fundraisers with face coverings and hygiene equipment following government guidelines –
- **Review how you collect donor information** – If you ask donors to fill out paper or digital forms in person, you are unlikely to meet social distancing guidelines. Explore how you can remove the need for this contact.
- **Explore non-technological solutions** – Not everyone is able to make donations online. You should have options for individuals who want to donate offline, for example by taking address details to send a form in the post or by arranging a follow-up telephone call to complete a transaction.

Make sure ID badges and mandatory information is accessible – You must make sure you continue to meet the requirements in the code related to wearing an ID badge ([see section 8 of the code](#)). Due to social distancing measures, information on the ID badge may be difficult for the public to read, so you should ensure the public can access this information in other ways, such as signage or prominent messages on clothing (ie., on the back of jackets). Other mandatory information that you require an individual to read before donating should be made accessible and in line with social distancing measures.

Carefully select your fundraising territory – When selecting the area in which to fundraise, be particularly mindful of places where there may be greater numbers of people who are shielding or at greater risk from the virus.