



FUNDRAISING GUIDELINES DIRECT RECRUITMENT

(FACE-TO-FACE FUNDRAISING)

SEPTEMBER 2017



Direct Recruitment (Face-to-Face Fundraising)¹

This checklist applies to face-to-face fundraising for the purpose of securing committed regular donations for a charity. It applies to unsolicited personal approaches to members of the public in public places by individuals (referred to as “collectors” below) on behalf of a charity. It often involves the collection of a person’s bank details and their consent to setting up a regular standing order to the charity. Under Irish charity law, this practice is referred to as “non-cash collections”.

The questions set out in Part 1 capture legal requirements in relation to such collections and direct you to what you **must** do as a charity when seeking donations in this manner. Part 2 contains questions which provide guidance in terms of best practice and indicate what a charity **ought** to do in such circumstances.

Last updated: 28th September 2017

¹This checklist does not constitute legal advice and should not be considered a substitute for taking legal advice. The purpose of this checklist is to serve as a guide for the legal requirements and best practice associated with the specific fundraising activity. Law and best practice develop and are shaped over time. This checklist is current as at the date indicated as the date the checklist was last updated.

Please read the Authority Guidance on Fundraising in advance of reading this document.

Please read the introduction to these Codes in advance of and in conjunction with this Part 1.

²The Charities Act 2009 provides new procedures and requirements pertaining to “non-cash collections”. At the time of publishing these Codes, the relevant sections have not been commenced but charities should keep up to date with any proposed change in this regard.

Part 1 Direct Recruitment

Questions	Yes/N/A	Comment/Action Required
Collecting personal data:		
<p>Have you put in place the necessary policies and procedures to ensure that the charity complies with applicable data protection law?</p> <p>By its very nature, this type of fundraising will involve the collection of individuals' personal data, which is likely to include their bank details. You must ensure that all such data is collected and processed fairly and lawfully. This will include:</p> <ul style="list-style-type: none"> • supplying donors with details of the purpose(s) for which the data will be used; • relying on one or more legal bases (such as consent or legitimate interests) for the collection and processing of the information; and • putting in place procedures to: <ul style="list-style-type: none"> o ensure data is kept accurate, complete and up to date; o ensure the data is adequate, relevant and not excessive; o use the data only in ways compatible with the purposes disclosed; o retain the data only for as long as is necessary for the purpose for which it was collected; o delete or amend donors' details upon request from a donor; o keep data secure and prevent unauthorised access to or disclosure of the data; and o provide access to data subjects upon request. 		
If you rely on a third party to collect personal data on your behalf, have you put in place a data processing agreement with such third party?		

Part 2 Direct Recruitment

Questions	Yes/N/A	Comment/Action Required
The Collectors:		
Have you provided each collector with a garment displaying clearly your charity's name and registered number and informed them that they must wear it so it is visible at all times to the public?		
Have you provided the collector with forms containing the following details: (1) the name and charity number of the charity; and (2) the name of the bank and bank account into which the donation will go?		
Are all collectors aged 14 years or older? Please see the checklist entitled "Working with Children".		
Have you established that the fundraisers have the competence to carry out the task required? Have your fundraisers (whether staff members or third party contractors) been appropriately trained to: > At all times approach and communicate with the donor in an honest, open, professional and respectful manner; > Never knowingly give false or misleading information to the public about another charity or employer; > Never follow members of the public to engage them in conversation;		

Questions	Yes/N/A	Comment/Action Required
<ul style="list-style-type: none"> > Never cause obstruction or congestion in a public or private place, or to a doorway or a passageway; > Always be sensitive in the manner of approach and conversation; > Never place undue pressure on the public to donate; > Immediately terminate the conversation if requested to do so; > Never approach a member of the public in numbers higher than two people; > Exercise caution and sensitive judgement if confronted with potentially vulnerable people and never knowingly sign up someone who the fundraiser might reasonably conclude may be incapable of informed consent; > Never enter a premises or household unless invited and exercise caution and sensitive judgement if invited to enter a household or premises; > Ensure the donor is not under 18 years of age and that they understand that the purpose of the fundraising is to secure recurring, long term donations; 		

Questions	Yes/N/A	Comment/Action Required
<ul style="list-style-type: none"> > Accept no cash, cheques or property. Cash collections can only be collected if the collector has a relevant and valid cash collection permit. It is not appropriate for this type of fundraising; and > Never fundraise after 9pm unless it is specifically requested by the donor and agreed by the organiser 		
<p>Before a donor makes any formal commitment to donate;</p> <ul style="list-style-type: none"> > Do your fundraisers verbally inform the donor that they are paid professional fundraisers?; and > Do your fundraisers state who they are employed by and who they represent? 		
Have you ensured that any forms being used in the direct recruitment process clearly display all relevant information such as charity name and number, receipt details and donation schedule prior to the first gift?		
Are the fundraisers familiar with the complaints and feedback process available to donors / members of the public if required and are they willing to provide relevant details if requested to do so?		

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