



Public



Fundraising



*Regulatory*



Association

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**Policy and Standards**

# PFRA Rule Book

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## Street face-to-face fundraising

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# How to use the PFRA Rule Book

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## 1.1 PFRA Rule Book and the IoF Code of Fundraising Practice

The Public Collections section of the Institute of Fundraising's *Code of Fundraising Practice* details the required and recommended best practice for all fundraisers. The Fundraising Standards Board (FRSB) will adjudicate any complaint against the Code. Members of the public are encouraged to direct complaints about charity fundraising to the Fundraising Standards Board.

While this *Rule Book* interprets aspects of the *Code* and presents additional rules that go beyond the *Code* that are binding on PFRA members, the final arbiter of breaches of the *Code* is the FRSB. So, while we have provided guidance on, for example, 'immediate termination', it is always possible that, should a complaint require FRSB adjudication, this adjudication might disagree with the PFRA guidance.

The purpose of this *Rule Book* is to provide PFRA interpretation of the terminology contained in the *Code* and codify our own rules that are binding on PFRA members.

This *Rule Book* should always be read in conjunction with the *Code*: It does NOT replace the *Code* and fundraisers will not be able to gain a full understanding of their responsibilities from reading the *Rule Book* alone. PFRA members must be fully cognisant with the *Code of Fundraising Practice*.

This rule book contains three types of rules. First, there are those that arise directly out of our interpretation of relevant parts of the Code. Second, there are 'additional rules' that are specific to the PFRA and its members that are not contained in the Code. Finally, there are 'administrative rules' – relating to the PFRA's diary allocations systems and other logistical issues.

These are grouped into three categories of rules that pertain to:

- Conduct Rules, relating to the conduct of fundraisers (prefixed C, e.g. C1, C2)
- Operating Rules, relating to the operation of the fundraising process (prefixed O, e.g. O1, O2)
- Administrative rules, relating to various PFRA procedures (prefixed A, e.g. A1, A2)

Throughout this *Rule Book*, the PFRA adopts the same traffic light system adopted by the Institute of Fundraising in its *Code of Fundraising Practice*:

**MUST** denotes a requirement that is mandatory at law

**OUGHT** denotes a requirement that is mandatory for PFRA members and their subcontractors

**SHOULD** denotes a course of action that is recommended best practice.

## 1.2 Penalties and sanctions regime

The PFRA Rule Book will be enforced through a regime of penalties and sanctions, designed in order to encourage best practice and raise standards within face-to-face fundraising.

Employers or contractors of fundraisers will accrue penalty points as rules are broken. Where the employer or contractor is not a User member the User member being represented when rules are broken will be notified of the points accrued.

20 point penalty – for a discretion that is considered minor.

50 point penalty – for a discretion that is considered major.

100 point penalty – for a discretion that undermines the PFRA's regulatory regime or causes severe public distress or anxiety.

In addition, penalty points will be multiplied for repeat violations of the same rule. In any given period, every third repeat infringement will incur a penalty which is twice the normal sum. In a case where a fundraiser has made multiple rule transgressions, each of a different severity during one observation by any of the nominated persons set out below, each breach will be included as a separate transgression.

Where possible and practical members will be informed “live” of additions to their points record to aid compliance.

**Penalty points will only be issued by the PFRA, in consultation, where applicable, with the following nominated persons:**

- **PFRA staff**
- **Contracted mystery shoppers**
- **Officers from local authorities, town centre management and business improvement districts where there is a site management agreement in place**
- **Or where otherwise substantiated.**

To impose penalties the PFRA will use the civil standard of proof (i.e. on a balance of probabilities, or “more probable than not”).

Each point accrued has an equivalent value of £1. A monetary bill will only be issued when an organisation’s annual points total exceeds 1000 points.

Members that accrue penalty points will receive points-statements for each period (where the member is a provider the relevant points-statement will also be copied to the user represented when the points were accrued). Where the 1000-point threshold is breached the points-statement will be replaced by an invoice for those points and any further points accumulated each period.

Members, therefore, have the opportunity every period to consider operational changes to avoid continuing to accumulate points.

At the end of each financial year (31 March) and when their balance for those who have accrued more than 1000 points is cleared, all members’ points will return to zero.

Should a member accrue a yearly total that is less than the 1000 point threshold, their points total will be erased without any payment being required.

### **1.3 Appeals Process**

Appeals will be heard by:

1. PFRA head of standards. If s/he is unable to resolve the appeal, it will be heard at the next scheduled meeting of the
2. Standards and Practices committee. If the appealing member remains unsatisfied, the appeal will be considered by
3. the independent chair of the PFRA’s board of directors, whose decision will be final.

A deposit of 25% of the cost of the penalty is required to make an appeal to cover the administrative costs of processing the appeal. In the event that:

- an appeal is instigated without a deposit being received, the appeal will be deemed to be abandoned.
- the penalty is upheld, the deposit is forfeit.
- the appeal is upheld, the deposit is returned

Appeals **MUST** be made within one calendar month of the penalty points being issued. This will help facilitate any information gathering and ensure that appeals are made in a timely manner.

#### **1.4 PFRA *Rule Book* and legal requirements**

Obviously, all members must comply with any legal requirements (including employment law), whether they are included in the IoF's *Code of Fundraising Practice* or not.

This stipulation includes, but is not limited to:

- Requirement not to collect cash without a license to do so (Police, Factories Etc (Miscellaneous Provisions Act 1916))
- Appropriate care and protection of confidential data (various data protection acts).

Breaches of legal requirements that already carry legal sanctions, have no further PFRA sanction included in the *Rule Book*.

# Glossary

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## Approach

The PFRA defines “approach” as attempting to engage with a member of the public with the intention of soliciting Direct Debit donations or contact details.

## “Bringing into disrepute”

The PFRA understands “disrepute” to mean: loss or lack of reputation. The PFRA understands “bringing into disrepute” to mean ‘conduct unbecoming’: i.e. conduct on the part of a fundraiser while on duty that is contrary to the interests of the public served by that person<sup>1</sup>, or that harms the standing of the fundraising profession or the commissioning charity in the eyes of the public. Examples include (but are not limited to):

- smoking and/or drinking alcohol in branded clothing
- being inappropriately dressed
- taking or being under the influence of illegal drugs
- lewd or aggressive behaviour
- exploiting their position for personal gain (for instance soliciting a job offer, propositioning someone for a date, or seeking a discount on a good or service).

## Charity

In this document ‘charity’ is used as shorthand for any registered charity, not-for-profit organisation, or other ‘good cause’ that fundraises.

## “Deliberately”

The PFRA understands “deliberately” to mean considered, studied or intentional, as opposed to accidental, or caused by the actions of others over which the fundraiser has no control (e.g. a street trader deliberately moving their stall towards the team thus reducing their operating space, for instance).

## Fundraiser

By ‘fundraiser’ the PFRA means an individual who works to raise money or collect details of members of the public (‘prospects’) for a charity.

## “Obstruct”

“Obstruction” is a technical and legal term relating to an offence under the *Highways Act 1980* that causes the “permanent or temporary removal of the whole or part of the highway from public use”. As fundraisers are mobile, there is little chance that they would meet this definition and we do not infer this intended use in the code. However, the code is clear that fundraisers should not impede the motion or progress of pedestrians or passersby. The PFRA therefore interprets ‘obstruction’ as any deliberate action that causes a person to:

- involuntarily stop
- suddenly change direction in order to get past the fundraiser and continue their journey.

Obstruction does not apply to people who choose to alter their direction of travel (by crossing the road, for instance) so as not to engage with a fundraiser.

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<sup>1</sup> Used here in both the individual and the legal (corporate) sense.

## On duty

Throughout this document, PFRA uses the phrase 'on duty'. We take this to mean any occasion in which an individual is identifiable as working – e.g. any time a fundraiser appears to be working for/representing a charity, through wearing branded clothing, proclaiming they work for a specific charity or any other means that identifies them as a charity representative. Fundraisers can, therefore, be guilty of bringing their charity into disrepute outside of normal working hours, and at times when they are not actually working as a fundraiser, if they fulfil any criteria that identify them as charity representatives.

## Prospecting

'Prospecting' is an activity similar to fundraising but where only the contact details of members of the public are collected, for subsequent contact by the charity, rather than the bank details necessary to set up a Direct Debit mandate (or similar committed gift). Prospecting and prospectors are included where this document refers to fundraising or fundraisers.

## Provider

By 'provider' the PFRA means the organisation that provides the fundraising service. This includes professional fundraising organisations (PFOs) as well as charities that employ their own staff as fundraisers ('in-house' operations). Where the code refers to 'project managers', the PFRA takes this to refer to staff employed by providers.

## Solicitation Statements

At the point a donor agrees to make a donation, F2F fundraisers MUST make a 'solicitation statement' (also known as 'disclosure') – a declaration of the fee the company they work for will be paid and how this was worked out, verbally or in writing.

A disclosure statement MUST be made for any kind of financial ask through any medium – such as, but not limited to, Direct Debits, SMS, QR Code, credit cards and near field communication (NFC, contactless card payments).

Fundraisers working for a provider MUST also disclose the 'notifiable amount': the actual amount that is being paid to the fundraising company for carrying out this particular piece of fundraising (or best estimate if the actual figure is not known), as accurately as possible.

Examples of solicitation statements that comply with the requirements of the Charities Act 2006 are:

*I work for fundraising company x and we are working for the benefit of charity y. My organisation is being paid £w to recruit supporters like yourself to make regular donations to charity y. This fee was determined in the following way [method z].*

Or

*I work for fundraising company x on behalf of charity y. We expect to be paid £w in connection with this particular appeal, and the method used to determine our payment was [method z].*

Fundraisers employed directly by a charity are not required to disclose the notifiable amount.

## **The required accuracy of ‘Contextualising Information’ offered in connection with Solicitation (‘Disclosure’) Statements**

While the law clearly states that required information (such as the “notifiable amount”) MUST be “as accurate as possible”, it is technically silent on any additional contextualising information that fundraising organisations may choose to offer donors.

It is the view of the PFRA that if additional information is to be offered at the **same time** and in the same context as the legally-required information, it OUGHT to be of the same quality – that is, it should be as accurate as possible. Therefore, if users or providers wish to make reference to total net income, anticipated returns on investment, etc., they OUGHT to have regard to all the relevant factors of which a competent operator (and/or member of the PFRA) ought to be aware – such as, but not limited to, attrition, VAT, lifetime value estimates, upgrades etc.

### **Subcontractor**

A company undertaking work according to a secondary contract agreed with the main contractor.

### **Team Leader**

The team leader is the person within the fundraising organisation who has immediate and on-site supervision of the activity (e.g. manages the team, ensures sites are appropriately and safely used, ensures appropriate conduct of fundraisers/agents and understands the charities complaints process). Alternatively, the team leader can be the person within the Provider or the fundraising organisation who supervises the activity for door-to-door but may not be on site. The team leader might not always be actively fundraising.

### **User**

By ‘user’ the PFRA means the charity that is using a fundraising service. A charity that does its own fundraising ‘in-house’ is, therefore, both a ‘user’ and a ‘provider’.

Where the code refers to ‘campaign managers’, PFRA takes this to refer to staff employed by users.



# Conduct Rules

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## **RULE C1: Best Behaviour**

While on duty, fundraisers **OUGHT** not behave:

- in any way that might reasonably cause members of the public to be or become excessively startled or anxious
- in any way that might reasonably cause other passersby in the immediate vicinity to be or become excessively startled or anxious
- dishonestly, manipulatively or deliberately use guilt
- in any other way that a reasonable person might judge brings the charity they are representing into disrepute<sup>2</sup>.

### ***Sanction***

The penalty imposed for breach of this rule is 100 points per incident.

## **RULE C2: Deliberate Obstruction**

While on duty, fundraisers **OUGHT** not deliberately obstruct members of the public.

### ***Sanction***

The penalty imposed for “deliberate obstruction” is 100 points per incident.

## **RULE C3: Immediate Termination**

If a person clearly and obviously indicates – by words or gestures – that they do not wish to be engaged by a fundraiser – either at the initial approach or during a conversation/engagement – the fundraiser **OUGHT** to desist from the engagement and make no further attempt to engage that person.

### ***Sanction***

The penalty imposed for breach of this rule is 100 points per incident.

## **RULE C4: Managing Vulnerability**

No fundraiser **OUGHT** knowingly sign up any person under 18 years of age, except with the expressed and demonstrable consent of a parent, guardian or carer physically present at the time. (The code of practice (s5.3.1) says fundraisers should employ “all best efforts” not to sign up anyone under 18. This PFRA rule therefore strengthens that prohibition.)

No agent or fundraiser **OUGHT** knowingly sign up any person at any time who they reasonably conclude is or may be incapable of informed consent for any reason (including but not exhaustively):

- intoxication through drugs or alcohol
- incapacity due to illness or disability
- age-related confusion (except with the expressed consent of a close relative, guardian or carer physically present at the time)
- learning difficulties (except with the expressed consent of a close relative, guardian or carer physically present at the time)
- language competence

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<sup>2</sup> For the purposes of this rule the mere presence of a fundraiser or fundraisers in a location, operating in all other respects in accordance with the code and any other relevant regulations, cannot be construed as ‘bringing into disrepute’.

- any other circumstance where capacity is in doubt

**Sanction**

The penalty imposed for breach of this rule is 100 points per incident.

**RULE C5: The ‘Three-Step’ Rule**

Once an approach has been made to a member of the public a fundraiser **OUGHT** not take more than three steps alongside or in pursuance of that member of the public, even when asked to do so.

In no case **OUGHT** any of these ‘three steps’ involve fundraisers deliberately placing themselves directly in the path of a member of the public in such a way that they or any casual observer may reasonably construe ‘obstruction’ (see Rule C2).

If the member of the public has not come to a halt within the three number of steps allowed for, the attempted engagement **OUGHT** to be discontinued.

**Sanction**

The penalty imposed for breach of this rule is 50 points per fundraiser per incident.

**RULE C6: Members of the public who are ‘on duty’**

Fundraisers **OUGHT** not intentionally approach members of the public who are ‘on duty’ and going about their business, such as: uniformed officials, tour guides, street vendors, carers, teachers, etc.

**Sanction**

The penalty imposed for breach of this rule is 20 points per incident.

**RULE C7: Seated members of the public**

Fundraisers **OUGHT** not approach members of the public who are seated on street furniture or are seated in the outdoor seating area of a private business.

**Sanction**

The penalty imposed for breach of this rule is 20 points per incident.

**RULE C8: Proximity to street features**

No fundraiser **OUGHT** position themselves within 3 metres of a:

- shop doorway
- pedestrian crossing
- cashpoint machine
- station entrance
- street traders

This rule also includes fundraisers not working or positioning themselves near other legitimate users of the public highway including:

- members of the public in queues e.g for tourist attractions, tour guide groups, bus queues etc
- big issue and newspaper sellers
- buskers

**Sanction**

The penalty imposed for breach of this rule is 50 points per fundraiser per incident.

## **RULE C9: Unattended bags**

Bags **OUGHT** not be left unattended on the public highway, a team member **OUGHT** always remain within 3 metres and line-of-sight of a 'team bag' (where one is used).

PFRA members **SHOULD** provide identification for the team bag where practical to do so.

### ***Sanction***

The penalty imposed for breach of this rule is 100 points per incident.

## **RULE C10: Solicitation Statements**

Fundraisers **MUST** make legally compliant solicitation statements. (See also **Rule O1.**)

### ***Sanction***

The penalty imposed for breach of this rule is 100 points per incident.

### **Disclosures where they not legally required (Prospecting, etc)**

It is best practice to give members of the public sufficient information about relevant costs and returns to allow them to make an informed decision including the fundraiser's paid status. Prospecting and conventional F2F are largely indistinguishable to the casual observer, who, possibly having received a formal disclosure in another interaction, may well be wary or suspicious if they do not receive one.

## **RULE C10a: Accuracy of Contextualising Information**

If additional information is to be offered at the same time and/or in the same context as the legally-required solicitation statement, it **OUGHT** to be of the same quality – i.e. as accurate as possible.

### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident.

## **RULE C11: Committed Giving**

No fundraiser **OUGHT** to proactively suggest to any member of the public that the engagement they are attempting to initiate is 'without commitment'. By definition all engagements covered by the code are ultimately 'about long-term commitment' and to suggest otherwise would be a contravention of the FRSB Fundraising Promise.

### ***Sanction***

The penalty imposed for breach of this rule is 50 points per incident.

## **RULE C12: Financial Ask Transparency**

No fundraiser **OUGHT** to suggest to any member of the public that the engagement they are attempting to initiate is "not about money". Similarly they should not claim to not be fundraising and should clearly explain the next steps in the donor journey e.g. follow up communication with the donor. By definition all engagements covered by the F2F Code are likely to be ultimately 'about money', and to suggest otherwise would be a contravention of the FRSB Fundraising Promise.

### ***Sanction***

The penalty imposed for breach of this rule is 50 points per incident.

## **RULE C13: Distance Visibility**

An ordinary member of the public should be able to clearly identify a person as a fundraiser working on behalf of a charity from a distance of 5 metres.

Charitable branding **OUGHT** to be visible and identifiable, both front and back.

Branded clothing **OUGHT** not be tied around waists or covered by unbranded clothing or other property, or in any other way be obscured.

Branded clothing **OUGHT** to be clean and in good condition to facilitate legibility and brand integrity.

**Sanction**

The penalty imposed for breach of this rule is 50 points per fundraiser per day.

**RULE C14: I.D. Visibility**

ID badges **MUST** comply with applicable law. A member of the public should be able to clearly verify the identity of a fundraiser, whom they are working for (the user and, if applicable, provider) and contact details for the project and/or campaign manager(s), upon inspection of the fundraiser's ID.

In order to facilitate this, ID **OUGHT** to:

- be in the form of a badge secured about the upper front part of the fundraiser's torso by clip, chain, or lanyard
- be of not less than credit-card size
- be signed or in some other way authorised (embossing seal etc) by the employing provider and/or commissioning user
- carry a contact phone number via which a member of the public can verify the *bona fides* of the fundraiser at any time the fundraiser is on duty
- be robust enough to withstand normal wear and tear and exposure to the elements in the context of outdoor work in busy situations/circumstances

In addition, ID **SHOULD** conform to best practice guidance on producing print materials for visually impaired people.

**Sanction**

The penalty imposed for breach of this rule is 50 points per fundraiser per day.

**RULE C15: Team Leader Visibility**

Team Leaders must be present and easily identifiable to a member of the public in any given fundraising team, so that they can ask a question or make a comment or complaint. To this end the team leader **OUGHT** to wear a PFRA-approved form of additional visual identification (e.g. a PFRA badge) on the upper front part of the Team Leader's torso. This should be worn at all times while on duty, whether or not actively 'fundraising'. If at any point the Team Leader needs to leave the fundraising site they will not give the Team Leader badge to another member of the team unless they are also a Team Leader.

**Sanction**

The penalty imposed for breach of this rule is 20 points per team per day.

# Operating Rules

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## **RULE 01: Solicitation Statement Compliance**

Before commencement of a new campaign, members **OUGHT** submit their planned solicitation statement (including the notifiable amount, where required) to the PFRA to have its compliance reviewed and confirmed.

### ***Sanction***

The penalty imposed for failing to submit a solicitation statement for review is 100 points per campaign.

## **RULE 02: Confirmed Access**

Where a PFRA agreement is in place fundraisers **OUGHT** always comply with its conditions scrupulously and without reservation or deviation.

In any location where a PFRA agreement is not yet in place fundraisers **OUGHT** to make the fullest possible efforts to observe the relevant section of the Code, in which, for the purposes of PFRA members, all “**SHOULD**S” are to be read as “**OUGHT**S”. In other words, PFRA is making mandatory for PFRA members the relevant parts of the Code that the IoF regards as recommended best practice only.

This rule applies equally to all forms of face-to-face activity including prospecting.

### ***Sanction***

The penalty imposed for deploying more fundraisers than the site conditions allow for is 100 points per additional fundraiser per day.

The penalty imposed for fundraisers working outside the site delineation is 100 points per team per incident.

The penalty imposed for a team being positioned in an area that is not a delineated site, which is within an area covered by a PFRA agreement, is 100 points per team per day.

## **RULE 03: Site Management agreements**

Fundraisers **OUGHT** to adhere to any local conditions contained within a Site Management Agreement that are not included under the Rule Book. Examples of these conditions could include, but are not limited to:

- cities that do not allow bags
- carrying check lists and briefings

### ***Sanction***

The penalty imposed for breach of this rule is 50 points per team per day.

## **RULE 04: Standard Operating Hours**

No form of initial F2F activity **OUGHT** normally commence before 9am Monday-Saturday or 10am Sunday and public holidays, or after 7pm, any day or date; or as otherwise provided for in a PFRA agreement.

### ***Sanction***

The penalty imposed for breach of this rule is 50 points per team per day.

## **RULE 05: Understanding site use conditions**

To ensure that fundraisers understand and adhere to the SMA and are able to comply with any conditions associated with the site they are deployed to work on (such as delineations etc), Team Leaders **OUGHT** to carry information regarding site use conditions where relevant.

### **Sanction**

The penalty imposed for breach of this rule is 20 points per team per day.

## **RULE 06: Site clashes**

No branded fundraiser **OUGHT** be present on a site that has been allocated to, or has otherwise been booked by, another team. Where two teams are present at any given fundraising site, they **OUGHT** both cease working until the site clash has been resolved. Similarly, no staff recruitment team **OUGHT** to work on or immediately adjacent to a site that has been allocated to, or is otherwise being worked by, another team.

### **Sanction**

The penalty imposed for breach of this rule is 100 points per fundraiser per incident.

### **“Site agreements”**

The IoF code says that “wherever possible”, a site agreement **OUGHT** to be in place between F2F activity organisers and relevant access authorities.

## **RULE 07: New Site Testing**

Site Management Agreements (SMAs) describe the specific conditions within which fundraising can take place in a particular location. They can be obtained from the PFRA upon request. In any location where a PFRA SMA is not yet in place and there are no clear customary practices to follow for use of the site (for instance where a local authority has previously or traditionally been restrictive or obstructive) fundraisers are permitted to operate in order to test its productivity, establish its optimum capacity, and establish relationships with the relevant ‘gatekeeper’ for later PFRA engagement.

Prior to commencing operations in any such location, providers **OUGHT** to make the fullest possible efforts to observe the relevant section of the IoF *Code of Fundraising Practice*, in which, for the purposes of PFRA members, all “**SHOULD**s” are to be read as “**OUGHT**s”. In other words, PFRA is making mandatory for PFRA members those parts of the code that the IoF regards as recommended best practice only.

When a location has been identified, and access secured in accordance with the code and the paragraph above, and prior to activity commencing, providers **OUGHT** to inform the PFRA of the full and precise terms of the access agreement.

For the purposes of PFRA diarising, ‘new’ sites opened up in this way may be operated by the originating provider(s) with ‘test exclusivity’ for up to 3 months. This period is calculated as running from the date of the first fundraising visit, or from 14 days from the date that access permission was granted, whichever is the sooner. At the conclusion of the ‘test period’ a full and precise report of the site’s viability **OUGHT** to be presented to the PFRA in order that the site can be incorporated into a formal SMA and/or normal diary procedures, and fair and equitable access can be granted to all members in the normal way.

Every part of this rule applies equally to all forms of face-to-face activity including prospecting, etc.

### **Sanction**

The penalty imposed for breach of this rule is 100 points per incident.

### **EXTRA GUIDANCE: Exclusivity for new site testing**

“Exclusivity” for the purposes of establishing new capacity by ‘testing’ means that the PFRA will not broadcast the existence of operations in a relevant site or offer use of that site to other providers, nor is the provider obliged to publicly declare such operations, unless and until any of these criteria are satisfied:

- the test period is concluded

- the test operations engender a formal complaint from the gatekeeper that requires the intervention of the PFRA<sup>3</sup>
- another member becomes aware of the activities in the course of their own operations
- for any other reason the activity becomes public (including but not exclusively media interest, critical blogging etc.) to a degree which, in the absolute discretion of the PFRA, the matter requires PFRA intervention.

### **RULE O8: Optimal Site Use**

Where a PFRA SMA or any other form of site access agreement is in place, face-to-face activity **OUGHT** not to take place more frequently than that agreement allows for, unless special circumstances/exceptions have been negotiated and confirmed in advance with the PFRA or the site access controller.

#### **Sanction**

The penalty imposed for breach of this rule is 100 points per fundraiser per day.

### **RULE O8a: Optimal Site Use**

Providers **OUGHT** never book, reserve or retain capacity that they knowingly do not intend to use (or come to know they will not be able to use before the time and date concerned), in such a way that another provider is deprived of a viable fundraising opportunity. Such capacity **OUGHT** always be returned to the PFRA or other relevant site access controller for redistribution at their absolute discretion, in as timely a manner as possible to allow for such redistribution, unless special circumstances/exceptions have been negotiated and confirmed in advance with the PFRA or the site access controller.

#### **Sanction**

The penalty imposed for breach of this rule is 100 points per incident.

### **RULE O9: Poaching of Staff**

No agent or member of staff in whatever capacity of one PFRA member **OUGHT** solicit another member's agents/staff to enter the first member's employment, while those other agents/staff are on duty. Further, no agent or member of staff in whatever capacity of one PFRA member **OUGHT** use any PFRA contact list to solicit another member's agents/staff to enter the first member's employment.

#### **Sanction**

The penalty imposed for breach of this rule is 100 points per incident.

### **RULE O10: Sub-Contractors**

All provider members that employ sub-contractors to deliver any part of their F2F contractual volumes via subcontractors' interaction with the public **OUGHT** to:

- provide the PFRA with the name and location of each and every such sub-contractor throughout the entire supply-chain, so that the PFRA can reliably confirm their status, and refer matters accordingly, in the event of quality comments or complaints
- include in their contractual arrangements a clear requirement for each and every such sub-contractor throughout the entire supply-chain to comply with the Institute of Fundraising's *Code of Fundraising Practice*, and any and all PFRA rules, in the same manner as if they were the lead member contracting them.

#### **Sanction**

The penalty imposed for breach of this rule is 100 points per incident.

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<sup>3</sup> By definition all complaints from viable and authorised gatekeepers 'require' the intervention of the PFRA

## 5 Administrative rules

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### **RULE A1: Levy submission**

All levy submissions deadline dates for the year are included on the levy return form, which is sent by email at the beginning of the year (if you are a current member). All levy submissions must be made by the stipulated deadline and time as prescribed.

#### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident.

### **RULE A2: Accreditation submission**

Accreditation forms must be returned by the agreed deadline.

#### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident.

### **RULE A3: Notification of visits**

Where required by a SMA, local authority gatekeepers are to be notified of intended visits by the stipulated deadline.

#### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident.

### **RULE A4: Diary changes**

All changes to online diaries must be made by the agreed deadline.

#### ***Sanction***

The penalty imposed for breach of this rule is 20 points incident.

All changes to non-online visits must be notified before the agreed deadline.

#### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident.

### **RULE A5: Bidding deadlines**

Bids for National Site Diaries (NSDs), London Site Management system (LSM) and LSM Pool diary must be made before the relevant deadlines.

#### ***Sanction***

The penalty imposed for breach of this rule is loss of fundraising capacity.

### **RULE A6: Overbidding**

Members are not to overbid by more than 20% of the total number of staff they plan to field.

#### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident, which will double with each consecutive failure to comply.

### **RULE A7: NSD deadlines**

All NSD deadlines must be complied with.

#### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident.



## **RULE A8: Rota Submissions**

All relevant rotas to be submitted before the relevant deadlines.

### ***Sanction***

The penalty imposed for breach of this rule is 20 points per incident.