

# Good fundraising matters: how complaints can help you fundraise better

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# Who we are

- Independent regulator of charitable fundraising in England, Wales and Northern Ireland
- Standards in the Fundraising Code
- Complaints about fundraising
- Fundraising Preference Service



# Investigations

- Published 25 investigation summaries on our website
- Anonymous
- Set out key learning
- From March 2019, all charities will be named once investigations close



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# International Liberty Association

- Recent investigation that looked at 8 similar complaints
- Visits made by charity's volunteers to people's homes, asking for donations
- Significant undue pressure while seeking large donations (up to £11,000)
- We found a lack of appropriate oversight
- Risk to organisation, potential donors and the vulnerable

# Complaints Report 2017/18

- Key themes from complaints we received and investigated
- Complaints from charities spending the most on fundraising
- How this can help you fundraise better



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# Misleading information in fundraising

- Largest type of complaint received
- Exaggerating facts, allowing informed decisions to be made
- Information not well presented properly cited, donors felt misled
- Key learning: handle all information carefully
- Consider statistics, facts and portrayal

# Manage supporter data effectively

- Common theme across investigations we did
- Using information from supporter or how information was managed
- Inadequate action from charities to remove person from database
- Key learning: charities need better systems to make sure they action requests to be removed from the database

# Charity bag collections

- People not being removed from address lists to stop receiving bags
- Problems with third party companies who deliver the bags
- Inadequate action from charities to remove person from database
- Key learning: very important to manage lists and monitor third parties working on your behalf



# Complaints in the sector April 2017-March 2018

- Door-to-door fundraising – behaviour of the fundraiser and time of the day
- Addressed mail – frequency of communication and campaign content
- Clothing collection – bags not being collected

# Any questions?

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