

SFT F23

Promote public trust and confidence in fundraising



Overview

This standard requires you to demonstrate that you take steps to ensure that your organisation is accountable and transparent in communicating with supporters. It requires you to consider broader issues that might impact on the public trust, such as your organisation's **ethical policy** and the environmental impact of your fundraising practice. It also requires you to recommend changes, as appropriate, to your Trustees.

This standard is appropriate for people in leadership positions responsible for the development and overview of your organisation's overall fundraising strategy.

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Performance criteria

You must be able to:

- P1 check that you and members of your team adhere to the Institute of Fundraising's code of professional conduct
- P2 check that all fundraising activity for which you have responsibility meets the requirements of legislation, regulation, code of practice and your organisation's ethical policy
- P3 give donors, beneficiaries and other stakeholders a clear understanding of how your non-profit organisation works, its mission and its fundraising, in line with organisational requirements
- P4 respect the reasonable requests of donors and other stakeholders for information, in line with legal and organisational requirements
- P5 check that all members of your team are able to answer common questions posed by donors, beneficiaries, the public and the media, in line with organisational requirements
- P6 check that all fundraising communications contribute to explaining how the organisation operates and what it has achieved, in line with organisational requirements
- P7 check that there are systems in place to generate data in respect of the costs of fundraising, in line with organisational requirements
- P8 identify how supporters would like to be communicated with and where possible seek to comply with their requests, in line with organisational requirements
- P9 check that a complaints procedure is in place and that it is clear to supporters and the public how this may be instigated
- P10 check that a procedure is in place to deal with supporter enquiries and concerns, in line with organisational requirements
- P11 check that supporter feedback is encouraged and used to inform future activity, in line with organisational requirements

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Knowledge and understanding

You need to know and understand:

Context specific

- K1 the aims, ethics, culture, past history and mission of your organisation
- K2 the scope of your role, responsibilities and limits of your authority
- K3 your organisation's **ethical policy** and why it is important to have one

Sector specific

You need to know and understand:

- K4 why **accountability** and **transparency** are important
- K5 the key drivers of trust in an organisation
- K6 the reputational risks an organisation faces if it engages in unethical or other forms of poor fundraising practice
- K7 the legislation, regulation and codes of practice impacting on fundraising activity and where to seek information regarding these issues.
- K8 the requirements of self regulation and work of self regulatory bodies
- K9 how to calculate and explain the costs of fundraising incurred by your organisation
- K10 the difference between **restricted and unrestricted funds** and the fundraising implications of soliciting them

General

You need to know and understand:

- K11 how to establish a complaints handling procedure
- K12 current trends in respect of public attitudes towards the not for profit sector
- K13 how to collect and make use of a wide range of supporter feedback

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Additional Information

Glossary

Accountability refers to being responsible to someone for actions taken, about being able to explain, clarify and justify actions. It implies that someone has a right to know and hold an organisation to account and that the organisation has a duty to explain and account for its actions.

Transparency refers to being easy to understand and being open, frank and honest in all communications, transactions and operations.

Ethical policy refers to a statement which defines the principles on which the charity bases its involvement with third party organisations

Restricted and unrestricted funds refer to any conditions that may be placed on funds raised by the organisation. A donor can place a restriction on their gift by stating that it can only be used to fund a specific project or activity. These funds are known as restricted. Unrestricted funds can be freely spent by the Trustees in furtherance of the charity's objects.

External Links

The Institute of Fundraising's Code of Fundraising Practice and the International Statement of Ethical Principles in Fundraising should be read alongside this NOS.

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