

Fundraising preference service proposals published

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CLIENT TYPES:

CHARITIES AND NON-PROFIT

The working party on the Fundraising Preference Service (the 'FPS') has published a discussion paper with proposals on how the service will be developed. The working party has discussed these proposals with stakeholders and we await to see the outcome of those discussions.

SCOPE

Several questions are raised relating to the scope of the FPS. The working party suggests that it applies to fundraising communications which it defines as 'communications carried on for gain and wholly or primarily engaged in soliciting or otherwise procuring money or other property for charitable, benevolent or philanthropic purposes'. They propose that communications about the administration of a direct debit, thank you letters and communications about the organisation's activities and how to get involved (such as newsletters) are not included. The working party is consulting on whether such a distinction can be easily drawn. The working party is also inviting comments on whether the FPS should apply to communications relating to trading or lotteries and raffles.

CHANNELS

The working party proposes that the FPS applies to addressed mail, telephone (including mobile) and email. They invite comments on whether it can work for unaddressed mail, social media, face to face fundraising and door to door activity. It also considers that the registration is on an individual, rather than household, basis and asks for comments on how the system can work where individuals have multiple addresses or phone numbers.

USER EXPERIENCE AND CHOICE

The working party is considering how individuals can exclude certain charities from operation of the FPS, whether by naming them on registration or subsequently giving consent to those charities. The working party highlights the importance of the FPS being able to signpost to other methods of limiting nuisance calls more generally or contact from specific charities.

DURATION

The working party does not propose that FPS registration is time limited, but is consulting on how the FPS can make sure that contact details and preferences are up to date.

APPLICATION

The working party propose that fundraising organisations with an income of under £1m should not be required to check their fundraising campaigns against the FPS.

VULNERABLE PEOPLE

It is proposed that family members or those with a duty of care should be able to register another individual on the FPS if they are potentially vulnerable or unable to manage their fundraising communications. The working party are asking how (and if) such an assessment should be made and whether the individual concerned should be notified of the registration and able to override it.


The full discussion paper is available [here](#).


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