



1.0 Key messages

1.1 The PFFA

- The Professional Face to Face Fundraising Association (**PFFA**) is the self-regulatory body for face-to-face fundraising, also known as canvassing, in the United States.
- The PFFA has been formed by Non-Profit organizations, Professional Fundraising Agencies and other affiliated companies that utilize, support or provide face-to-face fundraising acquisition and/or donor retention services.
- The PFFA is a tax-exempt charitable organization led by non-profit organizations with significant support from Professional Fundraising Agencies and Affiliated support organizations.
- The PFFA sets and enforces a Code of Conduct which defines acceptable standards for face-to-face fundraising, training and staff engagement in the United States.
- The PFFA identifies, gathers and shares best practice within the industry, as well as setting benchmarks for the channel.

1.2 Face-to-face fundraising

- Without face-to-face fundraising, several non-profit organizations would find it more difficult to provide critical services to communities across the United States and the world.
- Face-to-face fundraising is one of the most personal ways for non-profit organizations to initialize critical relationships with committed, regular donors.
- The value of recurring donations from face-to-face fundraising cannot be overstated. It means that non-profit organizations can budget effectively for and plan long-term projects and programs that have the greatest impact.
- Face-to-face fundraising is an increasingly important form of personal fundraising utilized by non-profit organizations to connect with individual Americans for recurring support.
- In 2018, the PFFA formed to ensure that face-to-face fundraising is supported, protected and regulated such that it is sustainable long-term.
- Face-to-face fundraising allows non-profits to build a sustainable base of support to ensure appropriate and reliable funding for vital, effective solutions through their mission-related



work.

1.3 The non-profit sector

- Non-profit organizations provide essential services to communities across the United States and around the world.
- Americans gave \$427.71 billion to charity in 2018 (Giving USA, June 2019).
- Nonprofits employ [12.3 million people](#), with payrolls exceeding those of most other U.S. industries, including construction, transportation, and finance (National Council of Nonprofits).
- According to the [National Center for Charitable Statistics \(NCCS\)](#), more than 1.5 million non-profit organizations are registered in the United States. This number includes public charities, private foundations, and other types of non-profit organizations, including chambers of commerce, fraternal organizations and civic leagues.
- In 2018, the largest source of charitable giving came from individuals at \$292.09 billion, or 68% of total giving; followed by foundations (\$75.86 billion/18%), bequests (\$39.71 billion/9%), and corporations (\$20.05 billion/5%).

2.0 The PFFA and self-regulation

- The PFFA sets and enforces a Code of Conduct which defines acceptable standards of practice for face-to-face fundraising in the United States.
- PFFA members are committed to the highest standards in their face-to-face fundraising programs and through the PFFA have made themselves accountable for these standards.
- The Code of Conduct is designed to ensure that the public and donors have an inspiring and positive experience when they engage with a PFFA member's face-to-face fundraisers.
- The Code of Conduct also sets standards for PFFA members to comply with all relevant laws including compliance, employment and laws that impact fundraising activities.
- Face-to-face fundraising is also regulated by state and municipal governments. PFFA members are required to comply with relevant regulations that apply to their work.
- The PFFA will investigate and where a violation is found, will take action to correct any breaches of the Code of Conduct.
- The PFFA encourages any person who has concerns regarding their experience with face-to-face fundraising to first contact the non-profit involved. If they do not feel a resolution was achieved, they should notify the PFFA who will work with all members to address the concern.

3.0 The work of the PFFA

- The PFFA also provides a range of services to members designed to encourage and facilitate the sharing and adoption of best practices across face-to-face fundraising in the United States.
- More than 50 organizations have participated in the formation the PFFA since 2014.
- The PFFA currently has 30 members including Non-Profit Organizations, Professional Fundraising Agencies and other Affiliate organizations.

4.0 How the PFFA is governed

- The PFFA is governed by a Board of Directors represented and elected by member organizations and current board members.
- The Board of Directors has a majority of members representing non-profit organizations, to ensure that the PFFA is primarily led by non-profit organizations.
- The Board of Directors also includes representatives of Professional Fundraising Agencies and service provider affiliates to ensure that the PFFA is able to provide the benefit of the leading expertise of its members, to all other members, when setting and maintaining standards.
- The work of the PFFA is entirely funded by member organizations and charitable donations. The PFFA is a 501(c)3 Non-Profit organization.

5.0 Responding to the COVID19 crisis

- The COVID19 crisis is a tragedy for our communities across the United States and globally. PFFA non-profit members are among the leading organizations responding to the crisis in the United States and around the world.
- The PFFA's objective is to take all possible steps to ensure that everyone involved in face-to-face fundraising is protected and safe. This includes the wider community, members of the public, and the staff of all member organizations.
- As of March 9, 2020, the PFFA has recommended that all face-to-face fundraising in the United States cease until further notice and until this activity is declared to be safe for all involved by the relevant government and medical authorities.
- Non-profit organizations have been significantly impacted by coronavirus and these impacts have potential to threaten their mission related work through fundraising shortfalls this year, and possibly next. It is vital to their mission to commence fundraising activities as soon as it is safe, responsible and possible to do so.
- The PFFA facilitates a weekly web conference to share updates and opportunities for all those involved in face-to-face fundraising in the United States.



- The PFFA has amended its Code of Conduct to include new requirements for members relating to the COVID19 crisis through enhanced and regular fundraiser and community safety training protocols and other key measures detailed in the PFFA F2F Rebuild and Recovery Plan.
- The PFFA is coordinating a sector-wide effort to protect the safety, well-being, and livelihoods of all those involved in face-to-face fundraising and the communities in which they work within the United States - Please refer to the **PFFA F2F COVID-19 Rebuild and Recovery Plan for best practices strongly suggested by the PFFA.**
- The plan will ensure that, when it is possible to recommence face-to-face fundraising in the United States, it is done on an orderly and gradual basis and with minimal risk to the safety of the wider community or any person involved in face-to-face fundraising.
- As a matter of precedent, members are required to comply with all government, Center for Disease Control and OSHA regulations and guidelines relating to the COVID-19 crisis which have been noted in the PFFA F2F Rebuild and Recovery Plan.
- The PFFA recognizes the potential for many people to be vulnerable owing to illness, bereavement, or a change in their economic situation due to the circumstances surrounding this crisis. PFFA members should consequently ensure that their training and management of fundraising include clear and concise guidelines and ensure that vulnerable people are treated ethically, and with compassion.