

FUNDRAISING PREFERENCE SERVICE WORKING GROUP

Terms of Reference

Background

At a meeting held on 12 October 2015, the Minister for Civil Society Rob Wilson and Sir Stuart Etherington, alongside a number of key stakeholders, discussed the process of implementing the recommendations of the report 'Regulating Fundraising for the Future'. It was agreed that a working group would be established to develop recommendations on how to implement the 'Fundraising Preference Service' (FPS).

The following Terms of Reference set out the arrangements for this working group.

Purpose

The working group is envisaged as a short term, expert group established to determine how the FPS should be set up and operate in practice.

The working group will engage with charities of all sizes.

The group will work closely with the Chair and CEO of the new Fundraising Regulator, reporting to them on a regular basis. This will be to ensure that the structures for implementing the recommendations are built into the new body from an early stage.

Deliverables

The Working Group will:

- consider the design of the FPS, including:
 - how the FPS should interact with existing systems such as the Telephone Preference Service (TPS) and the Mail Preference Service (MPS);
 - how to minimise the burden for charities and the public and ensure cost-effective delivery;
 - how to provide people with the option to remain opted-in to communications from certain organisations or sectors;
 - how to best safeguard vulnerable people;

- how to protect small charities from additional regulatory burdens by, for example, introducing an exemption below a certain income.
- propose solutions to all aspects of the practical implementation of the FPS, including but not limited to:
 - how and where it will be hosted;
 - who will be responsible for its day to day operation;
 - user experiences of the public and charities.

Guiding principles

In its work, the group will pay particular attention to:

- giving the public greater control over their interactions with charities and genuine choice about whether and how they are approached with fundraising requests, including a simple option to completely opt out of all fundraising communications from all charities;
- the needs of beneficiaries and charities' need to ask;
- the need to protect vulnerable people and respect the wishes of the wider public;
- the importance of guarding against unintended consequences, and in particular managing the public's expectations of how the new systems will work.

Timetable

The working group should aspire to finalise its recommendations by early Summer 2016, to coincide with the establishment of the new Fundraising Regulator.

In all its work, the group should consider the public's desire for tangible, timely improvement of fundraising alongside the complexity of tasks.

Meetings

NCVO will provide the secretariat for the Working Group.

Occurrence of meetings and other working arrangements will be agreed between the Chair of the Working Group, the secretariat, and the Chair of the Fundraising Regulator.

Working Group participants

The Working Group will be chaired by George Kidd, chair of the Direct Marketing Commission.

Membership of the Working Group will ensure representation of the charity sector, fundraising experts, the public and commercial operators among other sets of expertise.

Individual members will be agreed by the Chair, the secretariat, and the Chair of the Fundraising Regulator.