

FACE TO FACE FUNDRAISING FAQs

What is face to face fundraising?

One of the ways we raise money for the vital work of Diabetes UK is through face to face fundraising, which is a safe, secure and proven method of engaging new, regular supporters. This kind of fundraising is really important to us – it allows us to meet supporters in person, in places like shopping centres and on the doorstep. We can tell them more about the work we are doing and how we are able to help support people living with or affected by diabetes.

Why are Diabetes UK doing face to face fundraising?

It is essential for Diabetes UK to continually engage new regular supporters, as these funds allow us to plan our vital work effectively. Your support can help us to bring about life-changing breakthroughs in care, treatment and prevention and bring us closer to a cure.

Why do you work with agencies - could this be done in house?

The agencies we use are better placed to manage the logistics and complexities of the face to face campaign and therefore it is more cost effective for us to work with them. As we only pay for new supporters who kindly sign up to a regular gift, this keeps our campaign costs to a minimum.

It would be very expensive and impractical for Diabetes UK to run their own fundraising campaign in-house and would make this method of fundraising unviable. Some larger charities do use this method, however their available funding and resource for this activity is considerably larger than Diabetes UK could possibly allocate currently.

Which agencies are Diabetes UK working with?

We are currently working with an agency called Gemini Lotto Fundraising. Gemini are currently conducting private site and door to door activity on behalf of Diabetes UK, looking to recruit new supporters to play the Diabetes UK Weekly Lottery via a regular payment.

Do the fundraisers receive training on the work of Diabetes UK?

All our fundraisers receive training from a member of the Diabetes UK team or a trainer previously trained by a member of the Diabetes UK team. Training is regularly refreshed to include new research and campaign updates.

Our teams provide lots of information about our services and the fundraisers have received basic training on diabetes. However their purpose is not to give advice about the condition. If you have any questions or need advice, please visit our website or contact Helpline.

How will I know where Diabetes UK fundraisers are?

An up to date schedule of our current face to face campaigns can be found here www.diabetes.org.uk/Get_involved/Ways-to-donate/Face-to-face-fundraising. It is updated weekly. This will show which postcodes or venues we are working in, so you can easily check and see if fundraisers are in your area.

If you do not see your post code or a particular venue here and want confirmation, please contact Diabetes UK Supporter Care. In some cases, our fundraisers inform us that they are moving to a new post code or venue, but we are not able to update the online list in time.

Please be assured that we have secured the necessary approval from the relevant authority in each area to fundraise.

What type of face to face fundraising is Diabetes UK doing?

- Doorstep fundraising – this is a safe and secure method of fundraising. Teams visit areas at agreed times and on specified dates. Small teams work in each area, with no more than two people knocking on any door.
- Private site fundraising – our fundraising team visit an agreed area within a shopping centre or privately owned location. They can be recognised easily as they will have Diabetes UK branded banners and podiums.

How are the fundraisers identifiable?

All our fundraisers are easily recognisable as representing Diabetes UK.

They will be wearing a blue Diabetes UK polo shirt/t-shirt or jacket. All fundraisers must wear photo ID. This should be clearly visible and shown when asked for. All photo IDs will have a number to call to verify the fundraiser with the agency. If in doubt you can check our fundraiser list at www.diabetes.org.uk/Get_involved/Ways-to-donate/Face-to-face-fundraising or call Diabetes UK Supporter Care.

Is this type of fundraising regulated?

Yes. Face to face fundraising is regulated by The Fundraising Regulator. The Fundraising Regulator is the independent regulator of charitable fundraising. They set and maintain the standards for charitable fundraising, and aim to ensure that fundraising is respectful, open, honest and accountable to the public in England, Wales, Scotland and Northern Ireland.

These codes are regularly updated, for more information please visit:

<https://www.fundraisingregulator.org.uk/>



How do Diabetes UK ensure the fundraisers follow these fundraising standards?

We are committed to the highest standards of fundraising practice, as are all of our appointed agencies. We ensure that all fundraisers follow the codes of conduct issued by The Fundraising Regulator.

We also regularly mystery shop, and shadow our fundraisers to ensure they are following our agreed standards. All our fundraisers receive training from a member of the Diabetes UK team before the activity starts and this continues throughout the campaign. Further training is also conducted by the agency on a regular basis.

What times of the day will the fundraisers work?

Our door to door fundraisers may work between the hours of 9:00am – 9:00pm (Monday to Saturday) so they are able to speak to a range of different people. Whilst at certain times of the year we appreciate that the evenings get darker earlier, so as well as wearing branded clothing and will clearly identify themselves as representatives of Diabetes UK, the fundraisers will only work until 7:00pm.

Private site fundraisers will work the opening hours of the shopping centre or venue. Fundraisers are often expected to be at the site for the duration between opening and closing time, and if the venue is open seven days a week they may be required to be there every day.

What technology will the fundraisers use?

Our private site fundraisers use electronic tablets to show information and to start the donation process (sign up the donor/player). We have assessed and reviewed the use of this technology and are assured that they are a safe and compliant method of taking and transferring personal data. Where iPads are used, they are owned and purchased by the agency and not by Diabetes UK.

What happens when you sign up to the DUK Weekly Lottery?

If you kindly agree to join the Weekly Lottery with a monthly or annual Direct Debit the fundraiser will leave you with a welcome pack. This includes a Welcome Letter which includes details of the lottery, as well as the privacy statement, direct debit guarantee and details of how to contact us and how to change your contact preferences.

Gemini will attempt to call you soon after to welcome you and address any questions.

Shortly after signing up, you will receive an Advanced Notice letter with details of your payment schedule, first payment date and details of the lottery from Sterling, the DUK External Lottery Manager.

What if I change my mind about a donation?

If you decide after speaking to a fundraiser that you no longer wish to give, please call the number quoted on Welcome Letter and your entry can be easily cancelled. It would be helpful if you are able to provide some information such as the day and location of your sign up and your name and address.

Alternatively please call our Supporter Care team, who will be happy to assist. You can contact them on 0345 123 2399* (Monday to Friday 9am to 6pm) or email info@diabetes.org.uk.

I received feedback about a fundraiser – how do I pass this on?

It is great to hear about how our fundraisers are doing. We want to ensure all conversations with supporters are of the highest standard. If you would like to feedback about any of our fundraisers, please contact our Supporter Care team, who will be happy to assist. You can contact them on 0345 123 2399* (Monday to Friday 9am to 6pm) or email info@diabetes.org.uk

*calls may be recorded for quality and training purposes