



PROFESSIONAL FACE TO FACE FUNDRAISING ASSOCIATION

Face to face Fundraising – COVID Restart Update

This is an update from the Professional Face to Face Fundraising Association (**PFFA**) summarizing the current situation of face-to-face fundraising due to the COVID-19 pandemic.

A successful restart

Non-profits and professional fundraising agencies began to restart face-to-face fundraising in May 2020. Increasing numbers of organizations followed suit throughout 2020 and the first quarter of 2021. Currently, most programs have resumed in the United States. With cautious, thorough, and effective implementation, those organizations have relaunched and continue to report no significant brand risk, no fundraiser outbreaks, better KPI performance and, in some cases, better early retention of newly acquired sustainers.

The PFFA has not received any negative feedback from members of the public or regulators indicating any concerns about face-to-face fundraising restarting or the safety precautions those currently in-market are taking.

PFFA Position

The PFFA believes that face-to-face fundraising has restarted effectively and meets all current crisis safety expectations for conducting business if non-profits and professional fundraising agencies follow all government safety and public health guidelines and use best practice measures developed by the PFFA in conjunction with members.

PFFA recommendations are intended to ensure that public and fundraiser safety remains the highest priority. Due to this priority, we strongly recommend all face-to-face fundraising and agencies continue to require face masks for fundraisers while fundraising, regardless of any relaxation of the mask mandate regionally. It is critical that we continue to exercise the utmost caution when conducting our work and believe we can do so by following the advice of public health officials.

Ongoing review

The PFFA will continue to support members in relaunching and continuing safe and effective face-to-face fundraising. The PFFA has a range of resources available to members; we continue to run regular sector discussion forums and work groups to allow for informed and open discussion.

For more information, please feel free to reach out to the PFFA at info@pffaus.org or use the resources available to members on our website: www.pffaus.org.

Current at: April 8, 2021