



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 process and current situation of the restart of face-to-face fundraising after fundraising was paused in March 2020 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 have followed suit in recent months. Currently, nearly 50% of all programs have restarted in the United States. With cautious, thorough, and effective implementation, those organizations have relaunched and report no significant brand risk, no fundraiser contraction or outbreak, 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 can restart effectively and meet 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. The PFFA recommendations are intended to ensure that public and fundraiser safety remains the highest priority.

The PFFA has provided the sector with ongoing support throughout 2020, including: the development of best practice safety guidelines, restart protocols, sourcing of safety equipment, and ongoing discussion and information to support effective decision-making and communications with internal and external stakeholders.

All information the PFFA supplies is based on guidance from appropriate government and health bodies and is also informed by best practice measures from our members and from partner organizations worldwide.

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.