



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 ongoing situation of face-to-face fundraising during 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 half of 2021.

Currently, most programs have resumed in the United States. With cautious, thorough, and effective implementation, those organizations were able to relaunch safely and maintain program growth. Most programs are reporting a return to a at least 70% capacity when compared to the pre-Covid period.

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 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 that all non-profits and professional fundraising agencies maintain the requirement for all fundraisers to wear face masks while fundraising. This is 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 officials. The current CDC guidance regarding the relaxation of mask wearing is contingent upon an understanding of the vaccination status of those in immediate company. As this is impossible to do while fundraising, the PFFA still strongly advises members to continue to require masks.

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: June 8, 2021