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## Purpose of the PFFA

The Professional Face-to-Face Fundraising Association (PFFA) is an organization formed by leading non-profit organizations (NPO), professional fundraising agencies (PFA), and affiliated service providers (Affiliates).

**To educate and inform** the public, non-profit organizations, fundraising agencies, regulatory bodies and the private sector about the benefits, values, operations, and administration of face-to-face (F2F) fundraising as well as, best practices, benchmarking, and transparency.

**To advocate** for the face-to-face industry in general, NPOs, PFA staff, more efficient licensing protocols, best practice standards across the industry, and awareness and public perception, including the perception of the competence and skill of F2F fundraisers.

**To protect** donors and their choice to give, as well as the reputation of non-profit organizations and the face-to-face industry.

**To represent** our members and the profession.

**To regulate the** professional and ethical performance and behavior of PFAs and NPOs with F2F fundraising teams.

**To lead** the industry, public perception, and benchmarking within the sector.

The PFFA is governed by a Board of Directors composed of volunteers from member organizations:  
<https://www.pffaus.org/pffa/leadership/>

## The Importance of F2F Fundraising

F2F fundraising continues to grow as an essential tool for NPOs to inspire and engage new donors across the United States. Nearly half a million sustainers initiate giving to NPOs every year through street, retail, door-to-door (D2D), and event fundraising. These channels can collectively be referred to as F2F fundraising. These donors contribute hundreds of millions of dollars through ongoing pledges to critical work carried out by non-profit organizations. The act of giving a regular and predetermined amount classifies these donors as sustainers. Based on the rate of new entrants to the market and despite the impact of the pandemic, these numbers are expected to continue to increase over time in the United States.

## The Need for Sustainable Growth: Opportunities and Challenges

F2F fundraising is growing rapidly in the United States, and this growth brings great opportunities but also presents some challenges. Experience from other markets where F2F fundraising is now commonplace, such as the UK and Australia, shows that it is essential for NPOs and PFAs to work together to ensure that growth is ethical and that F2F fundraising remains an effective and sustainable fundraising method over time and into the future. In collaboration with the sector and its members, the PFFA provides the most effective way for this to be achieved.

## Funding and Member Fees

The PFFA is funded on an ongoing basis through annual membership fees. Members include NPOs, PFAs, and affiliated service providers within the channel. All memberships are on a calendar year basis, regardless of when you join or renew during the year. The PFFA also makes all efforts to increase funding from other sources and ensure that membership fees are kept as low as possible.

### Non-Profit Organization Membership

Thank you for considering PFFA NPO membership. NPO membership is open to local, national, and US-based branches of international NPOs who include F2F fundraising in their channel mix. Throughout 2020 – 2023, the PFFA has more than tripled NPO membership and Ancillary Supporters.

### Non-Profit Organization Membership Dues

NPO dues are based on the net number of new sustainers signed up through F2F fundraising by the NPO in the previous calendar year. Clawbacks and single gifts should not be included in calculations. Detailed benefit description and matrix can be found below beginning on page 3.

Fee levels are as follows:

Sustainers per calendar year 2023	Membership fee calendar year 2024
1,500 and below	\$1,000*
1,501 and above	\$.60 per sustainer**

\*\$1,000 is the minimum fee for NPO membership.

\*\*There is a cap of \$25,000 per annum.

#### NPO Example Fees

- If NPO X acquires 10,000 sustaining donors through face-to-face fundraising in the Calendar Year 2023, the Member Services Fee for 2024 would be, 10,000 x \$0.60/sustainer = \$6,000. This amount can be paid in full at the time of membership approval or can be split into monthly or semi-annual amounts.

## How to Join the PFFA

Membership information, application for membership and other relevant information is available at the PFFA website: [www.pffaus.org](http://www.pffaus.org) or by getting in touch using the contact details below.

## Contact Details

For more information about the PFFA please contact:

Hoag Holmgren, Executive Director

Email: [info@pffaus.org](mailto:info@pffaus.org)

Phone: +1 833.4.PFFAUS (1.833.473.3287 x 701)

## Benefits of PFFA Membership: A Dedicated F2F Fundraising Group

The PFFA is the focal point for everyone involved in F2F fundraising in the United States. As an established group with professional leadership and wide sector participation, the PFFA can respond as a channel to innovations and issues that arise in or impact F2F fundraising. The PFFA believes the value of membership benefits throughout the pandemic has never been more compelling, and we invite you to join us in continuing our work.

### Non-Profit Organization: Membership Benefits Summary

An asterisk notes a partial or conditional availability. For full details, please see Benefits Detail below.

1. Benchmarking and Learning	Full NPO
1.1. Meaningful networking opportunities through Work Groups and other events	✓
1.2. Work Group presentation library (housed in the member portal)	✓
1.3. PFFA surveys and market research	✓
1.4. Industry best practice and process publications	✓
1.5. Establishment of KPI standards and benchmarks	✓

2. Code of Conduct and Standards	Full NPO
2.1. Requirements of responsible self-regulation and minimum standards	✓
2.2. Complaints and dispute resolution	✓
2.3. Process peer reviews on PFFA policies and priorities	✓
2.4. Ability to nominate to the Board	✓
2.5 Ability to serve on the Board	✓
2.6 Ability to vote in Board elections	✓*

3. Public Relations and Media	Full NPO
3.1. Reputation and image building with key sector bodies and the public	✓
3.2. United front during crises through streamlined media messaging	✓
3.3. Media response tools and messaging	✓
3.4. Media contact support	✓
3.5. Internal stakeholder support	✓

4. Territory Management and Brand Protection	Full NPO
4.1. Automated Territory Management System	✓
4.2. Site grid management (Google sheet)	✓
4.3. Territory Preservation Plan	✓
4.4. Territory dispute management	✓

5. Auxiliary Services	Full NPO
5.1. Tri-annual Work Group access	✓
5.1.a. Work Group tickets for staff	2/WG
5.1.b. Work Group presentation opportunities	✓
5.1.c. Discounted ticket opportunities for additional staff or guests	✓
5.2. Access to member portal	✓
5.3. Resource guide access + complementary listing	✓
5.4. Jobs Board listings	✓
5.5. PPE and merchandise bulk discounts and price matching	✓
5.6. Monthly e-newsletter and other publications	✓

6. Channel-Wide Impact and Emergency Response	Full NPO
6.1. Peer group support coordinated by the PFFA (i.e., Covid-19)	✓
6.2. Legal opinions regarding PPP, employee/vaccine requirements, etc.	✓
6.3. Access to standard training materials, support, and compliance (i.e., Covid-19)	✓

## Non-Profit Organization: Membership Benefit Detail

### Benchmarking and Learning

The PFFA has created a unique place to have dedicated discussions and information sharing regarding F2F acquisition, stewardship, and retention. The execution of F2F fundraising is straight forward, but the process of monitoring, measuring, and capturing data is an ongoing process.

- 1.1. Meaningful networking opportunities through Work Groups and other events  
This includes Work Groups, webinars, networking events, etc.
- 1.2. Work Group presentation library (housed in the member portal)  
This is a historical library of Work Group presentations from 2015 to present. This resource is not available to Tier 1 Affiliates and Ancillary Supporters.
- 1.3. PFFA surveys and market research  
This includes the sustainer retention and stewardship, market and F2F growth surveys and research.
- 1.4. Industry best practice and process publications

This includes all best practices identified by PFFA members, within the channel or the sector.

### 1.5. Establishment of KPI standards and benchmarks

This includes all case studies, data tracking and testing that is tested and proven across the channel.

## Code of Conduct and Standards

The PFFA is tasked with leading the industry, public perception, and benchmarking within the sector and with regulating the professional and ethical performance and behavior of PFAs and NPOs with F2F fundraising teams.

### 2.1. Requirements of responsible self-regulation and minimum standards

These requirements are set by the Code of Conduct and The Rules of Engagement.

### 2.2. Complaints and dispute resolution

This includes the research of all alleged violations of the Code of Conduct other than territory management.

### 2.3. Process peer reviews on PFFA policies and priorities

These processes are done collaboratively with all full members. They are not available to Tier 1 Affiliates and Ancillary Supporters.

### 2.4. Ability to nominate to the Board

Full members can nominate candidates to the board of directors. Ancillary Supporters do not have the ability to nominate candidates to the board of directors.

### 2.5. Ability to serve on the Board

Full members can serve on the board of directors. Ancillary Supporters do not have the ability to serve on the board of directors.

### 2.6. Ability to vote in Board elections

Per the PFFA by-laws, where the Board decides to hold elections for Board vacancies, full members may vote in these elections. Ancillary Supporters may not vote in these elections.

### 2.7. Ability to serve as an advisor to the Board

Advisors to the Board of Directors can be assigned in two ways, 1. Advisors can be asked to join the advisory panel if they are close contenders for a Board seat in an election, or; 2. If they are an Ancillary Supporter and they make this request of the Board. The Board will review this request and consider many factors, including how large the program of the Ancillary Supporter is expected to be in the year ahead.

## Public Relations and Media

The PFFA is tasked with representing NPOs, PFAs, other members, and the profession, by advocating for the F2F fundraising industry, establishing best practice standards across the industry, raising awareness and public perception, including the perception of the competence and skill of F2F fundraisers.

### 3.1. Reputation and image building with key sector bodies and the public

This includes proactive work with other fundraising associations, collaboration with media reporting outlets and positive responses to media inquiries.

### 3.2. United front during crises through streamlined media messaging

This includes a PFFA response on the incident and confirmation as to membership or supporter status.

### 3.3. Media response tools and messaging

Proactive messaging and talking points, also known as the PFFA Media Kit, are available to be used with their internal teams to create holding statements and response planning.

### 3.4. Media contact support

This includes support in preparing and coordinating a response to media inquiry. This is not available to Tier 1 Affiliates and Ancillary Supporters.

### 3.5. Internal stakeholder support

This includes all PFFA collaboration with all internal staff of PFFA for a unified and effective response and strategy. This is not available to Tier 1 Affiliates and Ancillary Supporters.

## Territory Management and Brand Protection

A core purpose of the PFFA is to protect donors and provide deference to their choices. This can be accomplished by way of protecting and enhancing the reputation of the NPO members and their PFA partners through identifying and adopting best practices regarding streamlined territory management and rotation.

In addition to the most obvious day-to-day use for all members, the Automated Territory Management System (ATMS) provides a significant and tangible benefit to NPO members as it will allow them, for the first time, a view of their teams in each market that they register with the PFFA.

### 4.1. Automated Territory Management System

The ATMS can be accessed by any NPO with internal teams, as well as PFAs with direct teams and subcontractors. Direct access is available through PFAs that hold the contract, so subcontractors would be registered through their provider (the agency that holds the contract with the NPO). The ATMS allows for one organization position in the draft, regardless of the number of charity campaigns or teams within the organization (including subcontractors). This benefit is not available to either tier of Affiliate members but is available to all NPO and PFA members, as well as Ancillary Supporters and Fee for Service supporters.

### 4.2. Site grid management (Google sheet)

The PFFA provides administrative support to our members in a growing number of other markets in the US, acting as a neutral party and providing participating agencies and non-profit members with in-house teams with equitable access to the site grids. PFFA members agree to continue to use existing “grid” systems to ensure continued support and management of the interests of all PFFA members while the ATMS is rolled out. The Google sheets are administered and accessed under the same rules of engagement as the ATMS. This benefit is available to all members and nonmembers.

### 4.3. Territory Preservation Plan

This work actively supports full member NPOs and PFAs in their fundraising efforts to expand territory while respecting the communities and private businesses in these territories with self-regulated processes that address the needs of all parties. Although Tier 1 and 2 Affiliates and Ancillary Supporters may receive indirect benefits from this work, these groups are not able to request the PFFA take up work directly on their behalf.

### 4.4. Territory dispute management

This includes disputes involving all face-to-face fundraising methods. The territory dispute process is provided to all NPO, Ancillary Supporter and PFA members. Affiliate subcontractors can access this benefit through the contract holder/contractor.

### Auxiliary Services

#### 5.1. Tri-annual Work Group and resource access

This resource is available for Spring, Summer and Fall Work Group sessions and accompanying resources.

5.1.a Work Group tickets for additional staff may be purchased at the rate of \$125 per attendee.

5.1.b. Work Group presentation opportunities are available for Nonprofit members upon request.

5.1.c. Ticket opportunities for additional staff or guests are available for Affiliates in the amount of \$200 per Work Group guest.

#### 5.2. Access to member portal

The member portal houses all PFFA specific and key information including active member lists, resource library, etc. Ancillary Supporters and Tier 1 Affiliates do not have access to the member portal.

#### 5.3. Resource guide access + complimentary listing

A complete listing of all PFFA members, their contact details, their key services, and locations, etc. All PFFA members and supporters enjoy a complimentary listing in the resource guide. Tier 1 Affiliates and Ancillary Supporters do not have access to the member portal and therefore do not have access to the resource guide.

#### 5.4. Jobs Board listings

PFA and NPOs enjoy unlimited job board listings during the year. Affiliates and Ancillary Supporters can enjoy this benefit for a small monthly fee.

#### 5.5. PPE and merchandise bulk discounts and price matching

PFA and NPO members receive bulk member discount rates when ordering. Affiliates and Ancillary Supporters may use the site but will not receive the same member discount.

#### 5.6. Monthly e-newsletter and other publications

### Channel Wide Impact and Emergency Response

#### 6.1. Peer group support coordinated by the PFFA (i.e., Covid-19)

This resource is exemplified by the weekly and monthly meetings hosted by the PFFA during Covid-19 shut down and re-opening.

#### 6.2. Legal opinions regarding PPP, employee/vaccine requirements, etc.

#### 6.3. Access to standard training materials, support, and compliance (i.e., Covid-19)

This resource is exemplified by the Rebuild & Recovery Plan and guidance issuance regarding mask and vaccine policies.

### Frequently Asked Questions

More information about the governance and management of the PFFA can be found on our website:

<https://www.pffaus.org/pffa/faq-pffa/>