
Purpose of the PFFA

The Professional F2F 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 fundraising (F2F) 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.

Professional Fundraising Agency Membership

Thank you for considering PFFA PFA membership. PFA membership is open to professional F2F fundraising agencies who have a direct contract with an NPO to acquire sustaining donors through the F2F fundraising channel.

Professional Fundraising Agency Membership Dues

PFA dues are based on the total net number of billable sustainers acquired in the previous calendar year through direct contracts held with NPO partners.

PFA members who hold a direct contract with an NPO are responsible for reporting and paying for all donors acquired under the direct contract (whether by their own teams or/and any subcontractors working on their behalf under the contract).

Fee levels are as follows:

Sustainers Calendar Year 2024	Tier	Annual Fee
0 to 8,000	One	\$1,500
8,001 to 18,000	Two	\$3,000
18,001 to 28,000	Three	\$4,500
28,001 to 38,000	Four	\$6,500
38,001 to 50,000	Five	\$8,500
50,001 to 60,000	Six	\$10,500
60,001+	Seven	\$12,000

PFA Example Fees

- If PFA X calculated 40,000 sustainers in calendar year 2023, then PFA X falls into tier five. The membership fee for 2024 would therefore be \$8,500.
- This amount can be paid in full at the time membership is approved, or it can be split into monthly or semi-annual payments.
- If PFA X holds a direct contract with an NPO, but they also work as a subcontractor under PFA Y, PFA X would only include donors acquired under their direct contract by their internal and/or subcontracted teams. Not included would be donors acquired while working as a subcontractor for PFA Y, as those donors are reported by the PFA that owns the direct contact.

How to Join the PFFA

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

Contact Details

For more information about the PFFA please contact:

Tara von Rosenberg, Member Services Associate, or Hoag Holmgren, Executive Director

Email: 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.

Professional Fundraising Agency: Membership Benefits Summary

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

1. Benchmarking and Learning	PFA
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. IPFC membership – global trends, best practice	✓
1.6. Establishment of KPI standards and benchmarks	✓

2. Code of Conduct and Standards	PFA
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	PFA
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	PFA
4.1. Automated Territory Management System	✓
4.2. Site grid management (Google docs)	✓
4.3. Territory Preservation Plan	✓
4.4. Territory dispute management	✓

5. Auxiliary Services	PFA
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	PFA
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)	✓

Professional Fundraising Agency: Membership Benefits 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 since 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. IPFC membership – global trends, best practice
This includes the IPFC newsletter, Code of Conduct and other research or resources they may make available to their participants.
- 1.6. 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.
- 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 and Fee for Service participants 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 and Fee for Service participants may not vote in these elections.

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 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 system 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 campaigns or teams within the organization (including subcontractors). This benefit is only available to either tier of Affiliates through a full member PFA.

4.2. Site grid management (Google docs)

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 grids are administered and accessed under the same rules of engagement as the ATMS. This benefit is only available to either tier of Affiliates through full member PFA.

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.

5.2. 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 + complementary 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

PFAs and NPOs enjoy unlimited job board listings during the year. Tier 1 Affiliates and Ancillary Supporters can enjoy this benefit for a small monthly fee. Tier 2 Affiliates enjoy one free job listing for one calendar month each year.

5.5. PPE and merchandise bulk discounts and price matching

PFA, NPO and Tier 2 Affiliates receive bulk member discount rates when ordering. Tier 1 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/>