



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/>

Reinforcing the Value of Membership and Sector Collaboration

Face-to-face (F2F) fundraising continues to grow as a vital and reliable channel for nonprofit organizations (NPOs) to engage new sustaining donors across the United States. With an estimated 1 million donor sign-ups expected annually in 2025 through F2F methods—including street, retail, door-to-door (D2D), and event fundraising—this approach has become a steady fixture in nonprofit fundraising strategies. More than 5,000 fundraisers operate in over 300 teams nationwide, contributing to hundreds of millions of dollars in recurring donations from sustainers—donors who commit to giving a regular, predetermined amount. PFFA member organizations have consistently demonstrated stronger donor retention, with 12-month rates averaging 8–10% higher than non-member groups for two consecutive years, reinforcing the value of membership and focused collaboration with other groups operating F2F programs. Through shared protocols, territory management tools, and a commitment to professional oversight, PFFA members work together to uphold standards that protect donor trust and ensure long-term sustainability. This collaboration includes the exchange of best practices, anonymized compliance data, business rules, and operational challenges, fostering a culture of transparency and continuous improvement. By aligning around common goals and sharing insights across diverse face-to-face fundraising models, members strengthen the sector's integrity and contribute to a more coordinated, effective, and respected fundraising environment.



Guiding Sustainable Growth: PFFA's Role in Shaping the Face-to-Face Channel

As F2F fundraising continues to expand rapidly across U.S. cities and states, it presents both significant opportunities and complex challenges. Lessons from mature F2F markets such as the UK and Australia highlight the importance of coordinated ethical growth to ensure the long-term sustainability of this fundraising channel. In the U.S., the PFFA continues to guide the face-to-face fundraising channel and sector by facilitating collaboration between NPOs and Professional Fundraising Agencies (PFAs), promoting best practices for acquisition and retention, and supporting compliance through tools like the Automated Territory Management System (ATMS). This infrastructure helps prevent site clashes, supports transparent operations, and ensures that fundraising remains a respected and effective channel for nonprofit engagement. Through its Member Compliance Program and initiatives like *Guard the Good*, the PFFA is uniquely positioned to lead the sector in continuing responsible growth while protecting donor trust, community relationships, and access to high-value fundraising locations.

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 that 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 contact (whether by their own teams or/and any subcontractors working on their behalf under the contract).

Membership Dues levels are as follows:

Sustainers Calendar Year 2025	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 2024, then PFA X falls into tier five. The membership fee for 2025 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 also works 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 contract.

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. You will also find the application for membership based on membership type on our website at <https://www.pffaus.org/pffa/MembershipTypes>.

Contact Details

For more information about the PFFA please contact:

Email: info@pffaus.org

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

Funding and Member Fees

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Professional Fundraising Agency Membership

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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	Full 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. Establishment of KPI standards and benchmarks	✓
1.6 Dedicated PFFA member breakout sessions at Work Groups	✓

2. Code of Conduct and Standards	Full 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	✓
2.7. Ability to serve as a board advisor	✓
2.8 Member Compliance Program (MCP)	✓

3. Public Relations and Media	Full 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	Full PFA
4.1. Automated Territory Management System	✓
4.2. Site grid management (Google sheet)	✓
4.3. Territory Preservation Plan	✓
4.4. Territory dispute management	✓
4.5. Guard The Good Campaign (GTG)	✓
4.6 By market site summits	✓
4.7 Monthly training for members	✓
5. Auxiliary Services	Full 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	Full 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)	✓



Non-Profit Organization: Membership Benefit Detail

I. 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. Members in good standing can invite nonmembers to attend Work Groups for a small fee (\$200) or the non-member can use an unused member ticket with an invitation from the member however, nonmembers may only attend Work Groups once per calendar year as a guest.

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.

1.3 PFFA surveys and market research

This includes the PFFA Sustainer Stewardship and Retention Survey⁴, 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.

1.6 Dedicated PFFA member breakout sessions at Work Groups

Break out sessions or groups provide members time with their respective PFFA membership class peers to discuss urgent matters, shared challenges, best practices, and organization experiences.

II. 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 into 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.

2.8 Member Compliance Program (MCP)

The PFFA Member Compliance Program (MCP) assigns points to Professional Fundraising Agency (PFA) members for violations of the Code of Conduct and Rules of Engagement, with infractions categorized into six areas: site management, territory, authorization, coordination, professional conduct, and technical/administrative failures. Points are accumulated and tracked on a city-by-city basis, allowing the PFFA to assess each organization's compliance within individual markets. These city-level point totals determine local standing—Good (0–10 points), Caution (11–15 points), or Poor (16+ points)—which can directly affect membership benefits and public status of the member through compliance verification through the *Guard the Good campaign* (see section 4.5).

Collectively, these city standings roll up into a national organizational standing, with thresholds based on the percentage of cities where the member is not in Good Standing, ensuring a fair and accurate reflection of overall compliance across all operating markets.

When violations occur, points are assigned based on severity and recurrence, and members are notified with details of the incident and their updated standing. To remedy points, PFAs may engage in paid training—either proactively to bank up to 10 points or reactively to reduce assigned points. Enhanced training is required for repeat offenders, and points expire after 12 months if no similar violations recur in the same city where the points were assigned. While nonprofit members are not assigned points, they may be asked to complete training to support PFA compliance, particularly in cases of repeated site clashes. PFAs may appeal point assignments within 14 days of notification, with reviews conducted by a neutral committee of uninvolved PFFA members.

Professional Fundraising Agencies benefit from the PFFA Member Compliance Program (MCP) in several critical ways. First, the program provides a transparent framework for assessing and improving operational standards, helping PFAs proactively manage their reputation and reduce the risk of public-facing issues such as site clashes, unprofessional conduct, or retailer complaints. Second, PFAs gain access to detailed, anonymized compliance data that can inform internal training, staffing, and strategic decision-making across markets. Third, the MCP allows PFAs to proactively bank or remediate compliance points through paid training, ensuring a structured path to maintaining Good Standing. This system reinforces professional accountability and equips PFAs with tools to support consistent compliance, protect their nonprofit partners, and uphold donor trust. Through this program, PFAs can demonstrate their commitment to ethical, transparent field operations while contributing to a more sustainable and respected face-to-face fundraising sector.



III. 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.

IV. 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. The ATMS currently provides this member benefit in eighteen (18) cities across the U.S.

4.2 Site grid management (Google sheet)

The PFFA provides administrative support to members across various U.S. markets by acting as a neutral party and ensuring equitable access to territory management tools for both Professional Fundraising Agencies (PFAs) and nonprofit members with in-house teams. In cities where fewer than two PFAs operate consistently, the PFFA maintains Google grid systems to manage site assignments and reduce the risk of site clashes. These grids follow the same Rules of Engagement as the

Automated Territory Management System (ATMS) and serve as a practical solution in emerging or lower-density markets. Conversion to the ATMS is prioritized only when a city reaches a consistent presence of two or more agency members. All members and nonmembers have access to these systems, ensuring fair participation and operational clarity across all markets.

4.3 Territory Preservation Plan

The PFFA's Automated Territory Management System (ATMS) plays a central role in supporting member compliance and collaboration with members, nonmembers, and the community. It allows members to log site conflicts involving retailers and municipalities to facilitate cooperative resolutions that protect both the fundraiser's right to operate on public land and the interests of nearby businesses. Recognizing that fundraising often occurs adjacent to private property, the PFFA proactively engages with retailers and local officials to address concerns before they escalate, helping to prevent situations where teams might be banned or law enforcement is called due to perceived disruptions. Through the ATMS, members can submit detailed incident reports, propose new site mappings, suggest restrictions, and provide contextual information to improve territory management. This functionality actively supports full member nonprofits (NPOs) and Professional Fundraising Agencies (PFAs) in expanding their fundraising territories while maintaining respectful, self-regulated practices that consider the needs of communities and private entities for the best donor experience. While Tier 1 and Tier 2 Affiliates and Ancillary Supporters may benefit indirectly from these efforts, they are not eligible to request direct action or intervention from the PFFA through the ATMS.

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. The PFFA's Automated Territory Management System (ATMS) plays a central role in supporting member compliance and collaboration. It allows members to log site conflicts—including those involving retailers, municipalities, and nonmember fundraisers—to facilitate cooperative resolutions that protect both the fundraiser's right to operate on public land and the interests of nearby businesses. Each year, hundreds of site clashes occur between members and nonmembers across all face-to-face fundraising methods, including street, storefront, and event-based campaigns. Full statistics and detailed incident reports are available to PFFA members upon request. Recognizing that fundraising often takes place near private retail establishments, the PFFA proactively collaborates with retailers and local officials to preserve access to high-traffic areas and prevent disruptions that could lead to team bans or police involvement. The territory dispute resolution process is available to all full member nonprofits (NPOs), Ancillary Supporters, and Professional Fundraising Agencies (PFAs), while Affiliate subcontractors can access this benefit through their contract-holding PFAs. Through the ATMS, members can submit incident reports, propose new site mappings, suggest restrictions, and provide contextual information to improve territory management and uphold respectful, self-regulated practices that support community and business relationships.

4.5 Guard The Good Campaign

The *Guard the Good* campaign is designed to help stakeholders—including potential donors, retailers, law enforcement, and nonprofit partners—verify authorized face-to-face fundraising campaigns of PFFA members in real time. Using a dynamic QR code system, the campaign confirms whether a fundraising team is a current PFFA member in Good Standing, authorized to represent a specific nonprofit organization, and operating in the approved location and method as intended by the nonprofit. This system exclusively verifies PFFA member organizations and does not validate non-member individuals and entities, making it a critical tool for identifying unauthorized or rogue



agents who may falsely claim nonprofit affiliations. The verification process is directly linked to the Member Compliance Program, reflecting each member's standing based on assigned compliance points and their ability to complete required remedies. By providing immediate transparency and accountability, *Guard the Good* protects public trust, supports ethical field operations, and helps prevent disruptions—such as retailer complaints or police involvement—by ensuring only properly authorized teams are operating in shared public and commercial spaces.

4.6 Site Summits

PFFA's By Market Site Summits are targeted meetings held in specific fundraising markets to address local site challenges, provide market-specific updates, and strengthen collaboration among teams operating in that area. These summits convene agency members and subcontractors to align on territory practices, resolve recurring site issues, and reinforce the Code of Conduct and Rules of Engagement. Site Summits support a consistent donor experience, improve local compliance, and offer a forum to review data, policy shifts, or territory changes.

4.7 Monthly ATMS Member Training

Monthly ATMS training sessions are hosted by the PFFA on the first Thursday of every month. These sessions are open to all members and provide instruction on using the ATMS platform effectively, including site selection, market entry procedures, clash prevention, and compliance documentation. This recurring training ensures that all members who use the ATMS are consistently up to date on system functionality, rule changes, and best practices in territory coordination. These sessions are recommended for any member organization actively operating in a market with street fundraising teams.

V. 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 and member guests may be purchased at the rate of \$200 per attendee.

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

5.2 Access to member portal

The member portal houses all PFFA specific and key information, including active member lists, resource library, etc. 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 do not have access to the member portal and therefore do not have access to the resource guide.

5.4 Jobs Board listings

PFA's 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



The PFFA publishes a monthly newsletter that includes announcements, current events, and member services. The newsletter also provides updates to ensure accountability for the services and benefits delivered by PFFA staff, board members, and consultant support.

VI. 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/>