



# FIA Conference 2023

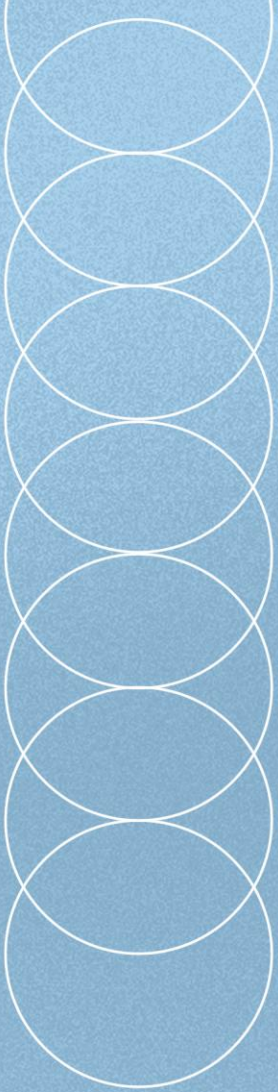
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# **Ensuring Ethical, Best-Practice Fundraising to Retain Trust and Confidence: Reflections on FIA Code Compliance**

## **LEADERSHIP**

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**Fundraising Institute Australia**

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# Objectives of this session

- To discuss the **importance of the FIA Code** highlighting fundraising practices where **compliance** with the Code can be **strengthened**
- To provide insights on **measures and systems** that can **strengthen ethical best practices** in areas identified for improvement





# Why the FIA Code exists

- To raise **ethical standards** in fundraising conduct & practice
- To build and maintain **TRUST** with donors and the public



# The importance of the FIA Code

- To support and protect fundraisers
- To protect communities where we fundraise
- To advance excellence in professional fundraising, enhancing the credibility and reputation of the sector

# Risks of Unethical Fundraising

- Fades trust and confidence of donors and the community
- Impacts charitable causes adversely
- Could trigger stricter regulations from the government

# Application and scope of the FIA Code

Self-regulatory  
and **does not**  
**replace** or  
**override** any law

Adherence to the  
Code is a  
**requirement of**  
**FIA Membership**

FIA Code Training

FIA Code Authority  
**monitors**  
**compliance** of FIA  
Members

Practice Notes  
provide guidance

# FIA Practice Notes

- Acceptance & Refusal
- Applying the Code: Professional vs. Organisations
- Charitable Gaming Fundraising
- Code Training Requirements
- Complaint Handling by charities and not-for-profits
- Digital Fundraising
- Events Fundraising
- Face to Face Fundraising
- Fundraising and Natural Disasters
- Fundraising and Younger People
- Fundraising Supply Chain Governance

- Fundraising Supplier Relationships
- Gifts in Wills & Bequests
- Grants Fundraising
- In-Person Fundraising Post-COVID
- Managing Communication Preferences in Fundraising
- Overseas Aid Fundraising
- People in Vulnerable Circumstances
- Promotional Materials
- SMS and MMS
- Telephone Fundraising
- Workplace Giving



# Scope of the FIA Code

Main clauses cover:

- Ethical conduct
- Conduct towards donors
- Conduct towards beneficiaries
- Conduct in supplier relationship



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# Code compliance monitoring

FIA Code Authority - proactively monitors fundraising activities of FIA members

- Mystery shopping
- Complaints handling



# Areas of Mystery Shopping

- Monitoring of:
  - data sharing and donor communications compliance
  - national disaster appeals
  - online lead generation
  - social media interactions
  - donor opt out requests
  - prospective donor communications
  - regular giving and donor contact and upgrade processes

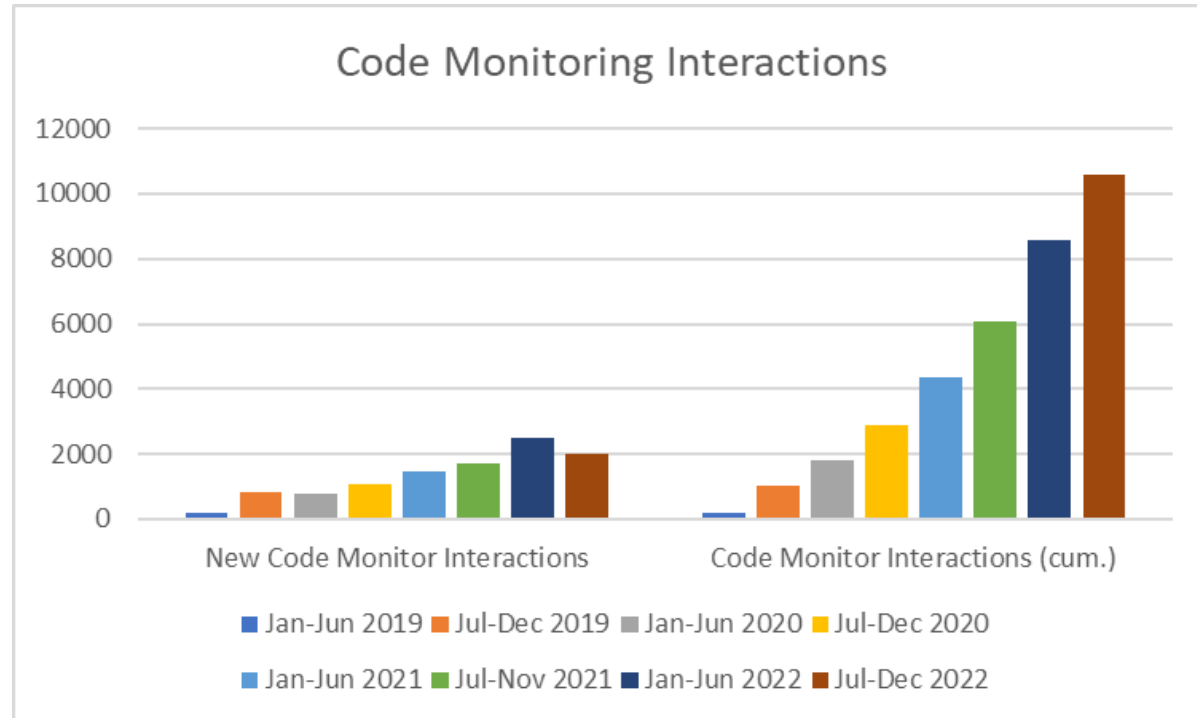
Also, monitoring responses to people in potentially vulnerable circumstances



# Mystery Shopping

## Data

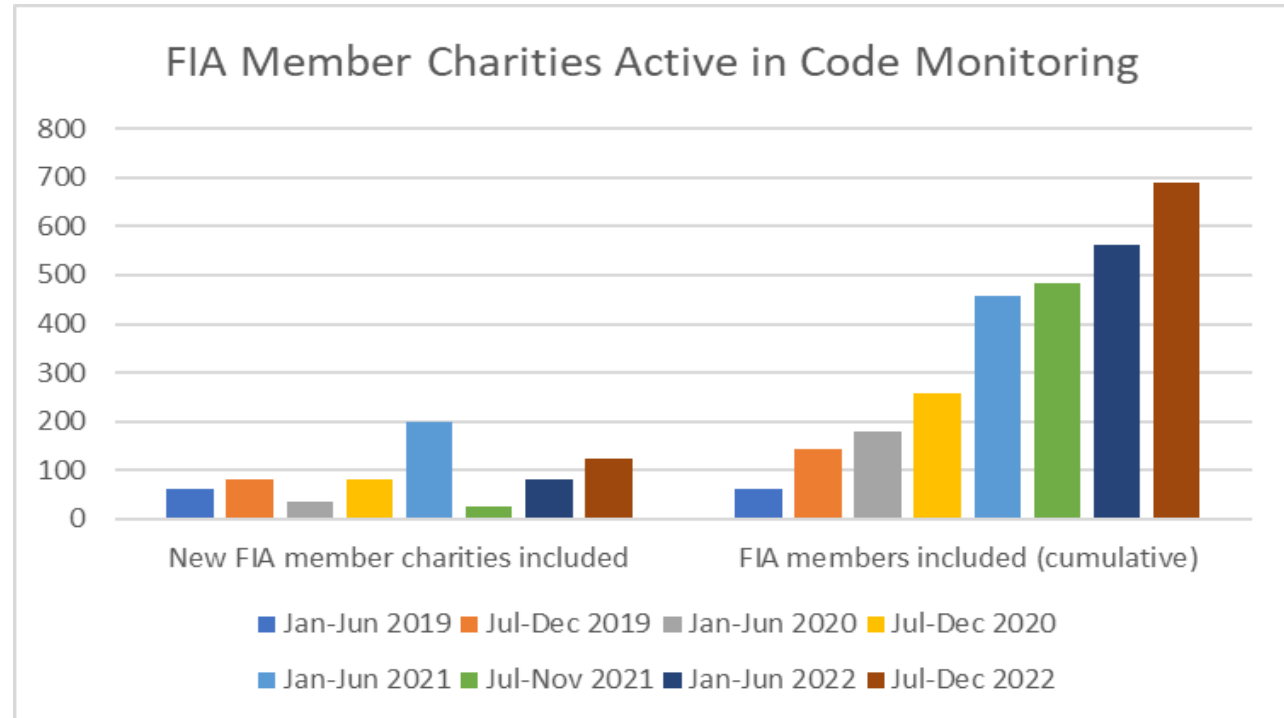
- Since 2019, between 500 to 2,000 interactions yearly
- Over **10,000** interactions in total



# Mystery Shopping

## Data

- Almost 700 FIA organisational members have been mystery shopped as of 2022



# Mystery shopping observations

The majority of FIA Members  
are Code compliant!





# However!

About 90% of fundraising practices that can align better with the expectations of the FIA Code are around two areas:

1. *Responses to people in vulnerable circumstances* - Clause 4.7(a) FIA Code
2. *Failing to respect an opt out request or request to stop receiving solicitation* - Clause 4.1(b), 4.3(b) FIA Code

## Other practices that can align better with the Code

- *Accepting Refusal to Make a donation (Telephone Fundraising)* – Clause 4.1(a) FIA Code
- *Misleading statements in promotional material* (on fundraising costs and on donation multiplier) – Clause 4.11(a) & (b) FIA Code
- *Disaster Fundraising Response* - Reporting as per the standards of the FIA Fundraising and Reporting During Natural Disasters Practice Note

# Complaints Handling

- Manage complaints against FIA Members from donors and the public
- Since 2018, about 80 complaints have been investigated and finalised





# Complaints Handling

Based on data from January 2018 to today:

1. 40% of complaints received are around *failing to respect an opt out request or request to stop receiving solicitation*
2. 10% of complaints are in relation to **responses to people in *vulnerable circumstances***
  - *complying with a donor's request not to make a donation*

# Summary: Areas to strengthen compliance

- Responses to people in vulnerable circumstances
- Respecting an opt out request or request to stop receiving solicitation
- Accepting donation refusal – Telephone fundraising
- Misleading statements (Promotion materials) – Fundraising costs & Donation multiplier
- Natural Disaster fundraising – Reporting on use and plans for donations

# Panel Discussion



**Karen Shields**  
Director Individual Giving &  
Community Fundraising  
GREAT BARRIER REEF  
FOUNDATION



**Darren Musilli MFIA**  
Chief Executive Officer  
APPLE MARKETING GROUP



**Debbie Kosh**  
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**Katherine Raskob MIM GAICD**  
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AUSTRALIA  
**PANEL MODERATOR**

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# Thank you

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