

Writing a fundraising policy

If you already have an idea about the types of community fundraising that you are planning to do, then your policy will set out your approach to each of these different types, and state who has what responsibilities – for example your staff, your volunteers, and any third-party fundraisers that you might use.

Your policy will also set out your organisation's approach to authorising fundraising. It's important to bear in mind the likelihood that some people raise funds through events that they don't let you know about beforehand (often birthday party collections, funerals, etc) and you need to determine what your approach is to accepting these types of donations. These are referred to in the Fundraising Regulator's code as "in aid of" (as opposed to "on behalf of" where your organisation is more involved).

Before you write a completely new policy, check whether you already have some guidelines in place that relate to checks you might do before accepting donations (eg anti-fraud, money laundering and also reputational risk/ethics relating to the donor) so you can refer to those, or incorporate them into your new policy.

[The Fundraising Regulator](#) has a code of practice and that's the best place to start.

Work through the guidance, section by section, and select the information that's relevant to your organisation.

The Code has a general section, followed by some specific sections on:

- Collecting money or other property
- Fundraising communications and advertisements
- Digital
- Events
- Lotteries, prize competitions and free draws
- Grant-making bodies (including trusts and foundations)
- Payroll giving and post-tax salary donations
- Legacies

There's some useful guidance listed below about other specific types of fundraising – if there is anything you are considering doing that doesn't fit into one of these, then please let us know and we will add to the list.

- [Community fundraising and events](#)
- [Online giving and crowdfunding](#)
- [Legacies](#)
- [Direct debit: private sites and on-street](#)
- [Direct debit: door-to-door](#)
- [Challenge fundraising](#)
- [Cash collections](#)
- [Charity shops](#)
- [Clothing bag collections](#)

You can register your organisation with the [Fundraising Regulator](#) if you want to but it costs £50 per year for smaller charities and it isn't mandatory.

CVS doesn't have a model/template policy but there are some examples you can access online. There are a wide range of different approaches to writing a policy – some organisations register with the Fundraising Regulator and simply refer to that (for example, [Girlguiding](#))

[Age UK Sutton](#) has a lengthy one which is very detailed.

Many organisations don't have a specific policy, but you will find elements of a policy within other documents (eg Financial Policy, Volunteer Policy, staff job descriptions, trustees risk register, etc).

[The Institute of Fundraising](#) has some good, detailed guidance as well.

