

## **Treating Donors Fairly & Vulnerable Persons**

To ensure that any person we speak to is treated fairly, respectfully and with dignity, Ethicall take the following steps:

- We are always polite & courteous.
- We will always listen to the supporter.
- We are confident, but never pushy.
- We tell the truth and do not exaggerate.
- We give clear explanations of how donors can make a gift, and make a difference to our charity partners.
- We are always respectful and we are gracious when somebody says no. We train all our fundraisers to provide the highest standard of donor care.
- We will not put supporters under undue pressure and respect their decision if they don't want to give or wish to stop giving.
- We take care to not over contact our charity partner's supporters and will not be a nuisance or disruptive.
- We respect the right of our charity partner's supporters to not take our call or be contacted by telephone and we pass that information back to our partners.
- We respect the rights, dignity and privacy of our charity partner's supporters.
- We are clear about who we are and what we do, making all the appropriate legal declarations.
- We answer all reasonable questions about our fundraising activities, who Ethicall are and our relationships with our charity partners.
- We always make sure that the donor understands what we are asking them, and what they have agreed to do:
  - At the end of each call, to ensure understanding, we will confirm:
    - The gift amount
    - The gift frequency
    - The method of giving i.e. Direct Debit
    - What confirmation they will receive and by what means
- We will never sign someone up to support if we feel that they are confused, or in any way lack the capacity to make an informed decision. In these instances, we will seek to end the call politely, gratefully and quickly.

- If, on completion of a call a fundraiser feels unsure as to whether or not the supporter fully understood the conversation, they will immediately inform their line manager. The call will then be listened to, shared with the relevant charity partner, and where applicable the supporter's record will be removed from future contact.
- To ensure we are maintaining our high standards of telephone fundraising, and meeting the expectations of your supporters. We conduct a survey, asking those supporters who complete the call with us, regardless of a positive or negative outcome, to partake in a quick SMS feedback survey. Typically we achieve an amazing 70% response rate to the SMS question:

*"Thank you for talking to us about [Charity Name]. How did you find the call?  
Reply 1 for Good, 2 for OK, 3 for Poor. We appreciate your rating."*

Over 88% say good, and less than 0.7% say poor. The poor responses are always investigated by the appropriate Fundraising Centre Manager and call recordings checked with the appropriate follow up and development undertaken.

- We also have a complaints procedure which we take very seriously and respond to within 24 hours. We are also abiding members of the Institute of Fundraising and the Fundraising Standards Board.