

IDPE represents members at the Fundraising Regulator's roundtable discussion

On Tuesday 23 January 2018, IDPE attended a roundtable event hosted by the Fundraising Regulator. This event focused on how the Fundraising Regulator can support regulatory compliance across smaller charities who are fundraising.

This was an opportunity for IDPE, on behalf of its members, to raise the challenges schools face in complying with fundraising regulation, and to ensure schools receive the support they need from the Regulator.

Following feedback from members, the key messages that we shared with the Fundraising Regulator were:

- Awareness – whilst IDPE members are aware of the Fundraising Regulator and many schools have become members of the Regulator, PTAs, Friends groups and alumni associations are largely unaware of the Regulator and its remit. With no knowledge or understanding of the Code of Fundraising Practice, they are unlikely to be compliant.
- Simplicity – whilst we recognise the Code of Fundraising Practice needs to provide definitive guidance, smaller organisations are time-poor and potentially reliant upon just volunteers or a single fundraiser. Creating an overview of what the Code of Fundraising covers or essentially 'bite-size' guides to complement the Code, would increase accessibility and understanding for smaller organisations with limited resources.
- Outreach – given the lack of awareness, diversifying the communication channels and a dedicated outreach programme is necessary to raise the profile of fundraising regulation. Through disseminating information through membership organisations such as IDPE who have direct access to smaller charities, through organisations with an existing relationship such as the Charity Commission, or through webinars, short videos/podcasts, articles in e-newsletters and sharing key learnings following complaints to the Fundraising Regulator, for example.
- Best practice – sharing stories, interviews, case studies, etc will bring fundraising regulation to life. Such examples support understanding of the Code of Fundraising Practice and demonstrate to smaller organisations how to put the Code into practice – rather than leaving it on the shelf!
- Positive messages – by the very nature of the title 'Regulator', it can appear threatening. Yet much of the Fundraising Regulator's work is in supporting and advising organisations on

compliance, or promoting best practice to increase public trust in the charitable sector – a more positive ‘brand’ will create less fear and increased engagement.

We will continue to work with the Fundraising Regulator as it develops its support with compliance for smaller organisations who are fundraising. if you have any comments or further suggestions on how the Fundraising Regulator can increase its engagement with and support of schools, then please contact our Director of Content, [Louise Bennett](#).