

# Frequently asked questions

## **What is face to face fundraising?**

Face to face fundraising is exactly that, fundraisers promoting and raising awareness of the charity in person (face to face).

## **Why do we use face to face fundraising at Make-A-Wish UK?**

Face to face fundraising is a great way for us to reach more people to explain why we need support. Outside of legacies / gift in wills, face to face fundraising can be one of the next biggest income generators for charities. With this it means we can grant more life-changing wishes.

## **How do we recognise a face to face fundraiser?**

All of our fundraisers will be in branded Make-A-Wish clothing. The clothing will be blue and will have our logo on the back and front. The fundraisers will also have an ID badge with their picture, name and ID number.

The fundraisers will also have a branded roller banner, and promotional table as well as a presenter folder and branded leaflets.

## **Where do we fundraise?**

We will be fundraising all over the UK. Our fundraisers will operate in private sites which means you will see them in a foyer of a supermarket for example or located just outside a store. The sites can be found on our website.

## **How do we monitor our fundraisers?**

The Chartered Institute of Fundraising (CIOF) conducts weekly mystery shopping. As Engage and Connect are members of the CIOF they must submit their site rotas every Friday for the following week. If during the mystery shop any breaches occur or their feedback to note, the CIOF will allocate points to the agency which we are also made aware of. If the agency reach 1000 points they will then be put through an audit of their practices.

We will also be conducting welcome calling and Engage and Connect will also monitor via quality control calling to ensure the fundraisers are representing us in the appropriate manner.

## **Who are our fundraisers?**

Our fundraisers are a fully trained team. They are dedicated to raising money and building awareness of our vision to granting life-changing wishes for every eligible child.

We are committed to ensuring that our fundraisers offer a positive experience and are friendly, professional and helpful.



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## **Who is our agency partner?**

We have partnered up with fundraising agency Engage and Connect Ltd.

## **What are the benefits of face to face fundraising?**

Face to Face fundraising is an important and effective part of our fundraising programme to find new supporters, committed to giving regularly, or by signing up to our weekly lottery Wish+Win. These supporters will provide regular donations and steady income through direct debit payments, enabling us to plan for the future.

Face to face fundraising gives potential donors the opportunity to talk directly to a representative of Make-A-Wish, giving them access to information about how their money will be used to help grant wishes for children and young people.

## **Are the fundraisers paid?**

Engage and Connect employ the fundraisers themselves. We pay Engage and Connect for every donor they recruit on our behalf.

## **Why don't you use volunteers for face to face fundraising?**

The fundraisers are full time employed and will be working 8 hours a day. Paying for this service gives us more flexibility and doesn't limit us in terms of the volume we would be able to recruit. These fundraisers are also trained and have the skills needed to perform their roles.



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