



# Fundraising standards distance learning pack

This module is also available on [Fundraising standards](#) on the MS Society volunteer website.

## Introduction

### Key



Links to Resources



Task

By the end of this module you'll be able to

- explain the difference between 'fundraising in aid of' and 'on behalf of' the MS Society
- find and use fundraising standards for a particular activity
- feel confident about applying standards to all your fundraising activities
- know where to go for support

Applying fundraising standards is about making sure your fundraising is legal and safe.

In our podcast, Katie and Andy will tell you more about how the standards may impact on your choice of fundraising activity and explore how we can reaffirm our commitment to ethical fundraising through our Supporter Promise.

We'll also look at fundraising 'in aid of' and 'on behalf of'. The difference is important because it affects your legal responsibilities and health and safety obligations.

## In aid of vs on behalf of

### On behalf of

As a volunteer, you can organise an activity or event **on behalf of** your group.

You have access to lots of resources, guidance and support on the volunteer website and from staff but the responsibility still falls on you to make sure your event is legal and safe, in line with fundraising standards.

Provided that it's included in our cover, you'll be able to insure your event through us. We also have a tool for you to conduct risk assessments.

When fundraising on our behalf, you're our representative.

### On behalf of = Representing the MS Society



### You're the MS Society

This means following our Code of conduct, sharing our goals and values, using up-to-date branded materials, saying things in our tone of voice, and applying fundraising standards.



See our Code of Conduct:

[volunteers.mssociety.org.uk/code-of-conduct](https://volunteers.mssociety.org.uk/code-of-conduct)



Download our guide to using our brand to find out how we describe our work, how to use our logo, our brand colours and tone of voice.

<https://volunteers.mssociety.org.uk/using-our-brand>



Use our Web to print templates

Speak to your local fundraising staff contact about setting up an account

Download the Web to Print user guide:

[volunteers.mssociety.org.uk/web-to-print-guide](https://volunteers.mssociety.org.uk/web-to-print-guide)



## **In aid of**

When other people get together and raise money for us, they are referred to as 'supporters' and this is **'in aid of'** fundraising.

Supporters organise their own activities, they are responsible for arranging insurance and are liable for their own safety.

We have little involvement with supporters but we may provide fundraising materials, publicise their events and sometimes attend as an MS Society representative.

## **In aid of = Supporting the MS Society**

IN AID OF

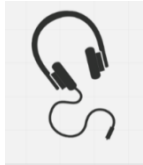


This is the logo used by supporters when they are raising money in aid of the MS Society.

	<b>On behalf of</b>	<b>In aid of</b>
<b>Insurance</b>	<p>When raising money on our behalf, you're covered by our <a href="#">MS Society insurance</a>.</p> <p>Just make sure your particular activity is included.</p>	<p>Supporters who fundraising in aid of your group are <b>not</b> covered by our MS Society insurance and must arrange insurance themselves.</p>
<b>Health and safety</b>	<p>Use our <a href="#">online event risk management system</a> to make sure everyone involved is safe. The system helps protect the MS Society financially and you from personal liability.</p>	<p>Supporters take full responsibility for their health and safety and that of other participants. They may be liable for any accidents or mishaps.</p>
<b>Fundraising and promotional materials</b>	<p>You can order free fundraising materials directly from <a href="#">our online shop</a>.</p> <p>Thanks to <a href="#">our web to print service</a>, you can design and produce high quality promotional materials, using our branded templates.</p> <p>Speak to <a href="#">your local fundraising staff contact</a> about setting it up.</p>	<p>Supporters may design their promotional materials themselves. They may approach a fundraising staff member or local volunteers such as your group to provide some for them.</p>
<b>Training and support</b>	<p>Your local fundraising staff contact will be able to support you, whether it's to discuss ideas, navigate fundraising standards or put together a plan.</p> <p>Though our <a href="#">volunteer website</a>, you have access to a range of resources for you to develop your knowledge and skills when fundraising.</p>	<p>Depending on the fundraising activity they've chosen, supporters may be helped by a local fundraising staff member, local volunteers such as your group or a staff member at national centre.</p> <p>Supporters are not offered ongoing training.</p>

**Whether it's in aid of or on behalf of, fundraising must be done following fundraising standards.**

### Our podcast



Listen to our podcast on [Fundraising standards](#) on our volunteer website. A transcript is also available.



Our contributors Katie (Area Fundraiser Scotland), Phoebe (Learning and Development Manager Volunteers) and Andy (Area Fundraiser, South of England)

## In summary

### As a volunteer fundraising on behalf of your local group, you can:

- get insurance cover for your fundraising activities
- produce promotional materials using our branded templates
- order fundraising material for free from our online shop
- get support from your local fundraising staff contact
- develop your skills

You are responsible for making sure your activity is legal and safe, in line with fundraising standards

**Local fundraising staff** such as Katie and Andy work with MS Society groups and community volunteers to develop fundraising activities and projects to increase our income.

Contact them if you have questions or need support with your fundraising ideas and organising fundraising activities.

### Fundraising standards

All professional standards and legal requirements for charitable fundraising are set by the Fundraising Regulator and listed in The Code of Fundraising Practice.

It's useful consulting these standards before deciding on your fundraising activity to be aware of, and plan around, any legal requirements.



[Code of Fundraising Practice](#)

## Our Supporter Promise

Our Supporter Promise is our commitment to respectful, open, honest and accountable fundraising. It's everything our supporters can expect from us.

<p><b>To always listen to and respect your wishes</b></p>	<p><b>To be honest and transparent about where your money goes</b></p>	<p><b>To respect any personal information you share with us</b></p>
<p>If you would like to change the way you hear from us, or do not want to hear from us again, we will respect your decision. We will be especially careful and sensitive when speaking to people we believe to be vulnerable.</p>	<p>We will always use your donations responsibly and carefully and keep you up to date on how they are making a difference to people affected by MS.</p>	<p>Your personal information is safe with us. We will never sell on or swap your personal details and will only contact you in ways you're happy to hear from us.</p>
<p><b>To be accountable and committed to the highest standards</b></p>	<p><b>To listen and learn from you</b></p>	
<p>We will always strive for the highest standards in our fundraising and adhere to best practice and will demand the same from all partner agencies we work with.</p>	<p>We will always strive to make your experience of the MS Society a positive and rewarding one. We will listen and respond to your feedback to ensure we continuously improve our relationship with you.</p>	



You can download a Word version of our Supporter Promise: [volunteers.mssociety.org.uk/supporter-promise](https://volunteers.mssociety.org.uk/supporter-promise)



## Next steps

1. Think of your next fundraising activity
2. Find the relevant standards and legal requirements for that activity
3. Compile a list of things to do to make sure you comply with the standards
4. Get in touch with your local fundraising staff contact with any questions about the standards or what it means in practice.



Download our [fundraising standards action plan](#)



## Links to resources

Resource	Link
Code of Fundraising Practice	<a href="https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice">https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice</a>
Fundraising standards	<a href="https://volunteers.mssociety.org.uk/fundraising-basics/our-fundraising-standards">https://volunteers.mssociety.org.uk/fundraising-basics/our-fundraising-standards</a>
Fundraising standards action plan	<a href="https://volunteers.mssociety.org.uk/fundraising-standards-action-plan">https://volunteers.mssociety.org.uk/fundraising-standards-action-plan</a>
Our brand identity guide	<a href="https://volunteers.mssociety.org.uk/brand-identity">https://volunteers.mssociety.org.uk/brand-identity</a>
Our risk management system	<a href="https://volunteers.mssociety.org.uk/risk-management">https://volunteers.mssociety.org.uk/risk-management</a>
Our shop	<a href="https://volunteers.mssociety.org.uk/shop">https://volunteers.mssociety.org.uk/shop</a>
Summary of our insurance cover	<a href="https://volunteers.mssociety.org.uk/summary-insurance-cover">https://volunteers.mssociety.org.uk/summary-insurance-cover</a>
Web to print website	<a href="http://mss.nflex.co.uk">http://mss.nflex.co.uk</a>
Web to print user guide	<a href="https://volunteers.mssociety.org.uk/web-to-print-guide">https://volunteers.mssociety.org.uk/web-to-print-guide</a>

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