

# Employing Professional Fundraisers

There are a number of professional fundraising consultants who can work with parishes to help them meet their funding target. Since they will charge, it is important to make sure that you have the right scope for their work, and employ the right person (which is not necessarily the cheapest!)

You might find the following process helpful:

1. Decide what you want the consultant to do, and write a brief. Be specific.
2. Identify a small number of consultants that you will approach.
3. Make initial contact and request details of their previous work, experience and approach.
4. Set up an initial meeting where you can explore the prospective fit.
5. At that meeting, talk through your brief, and invite the consultant(s) to submit a proposal / tender. You should ask the consultant to present their credentials and background. Make clear to the consultant if there are any fundraising methods that you are not happy to have your church associated with (e.g. gambling)
6. Ensure that you are clear on the terms of the tender submission before appointing a consultant, and also agree some review milestones during the project.

In particular, ***you are required to have a written contract***: “Any relationship between a charity and a Professional Fundraising Organisation or a commercial supplier must be governed by a written contract” (*Part II, Charities Acts 1992, 1993*). The Diocesan Registrar may be able to help check such a contract and advise on legal liabilities before it is signed. The Registrar may make a charge for this service

Three websites are worth visiting:

	<p><a href="http://www.institute-of-fundraising.org.uk">www.institute-of-fundraising.org.uk</a></p> <p>The Institute of Fundraising is the professional body that represents fundraisers in the UK. The site includes a wealth of resources on all aspects of fundraising, including codes of practice. Particularly look at the “Best Practice” and the “information/about fundraising” tabs on the menu of the left hand side of the page.</p>
	<p><a href="http://www.afc.org.uk/">http://www.afc.org.uk/</a></p> <p>The Association of Fundraising Consultants. Their website states: “If you are considering engaging a fundraising consultancy you need look no further. The AFC membership list is peer vetted and references are followed up every two years. Members' compliance with the Association's rigorous Code of Practice is reaffirmed annually.”</p>



<http://www.frsb.org.uk/>

The Fundraising Standards Board (FRSB) runs the only self-regulating scheme for fundraising bodies in the UK. They state, on their website that they are supported by the Office of the Third Sector, the Scottish Government and the Welsh Assembly

The Institute of Fundraising has also sent me some free booklets and DVDs for distribution...  
First come, first served!

*Canon Martin Wood  
Parish Development Adviser  
4<sup>th</sup> September 2009*