

## **PFS Covid-19 Resumption Policy for F2F Fundraising**

### **Context**

The effects of the Covid-19 pandemic are far reaching within the UK charity sector, with organisations under pressure to deliver services despite lost income from many fundraising channels. PFS fully recognises the need to plan thoroughly and sensitively for the resumption of F2F activity so we can play our part – when it is appropriate to resume – in generating vital funds for our charity partners and providing the opportunity for people to return to work and play their part in the recovery.

In anticipation of the restrictions imposed by the Covid-19 pandemic being slowly reduced across the UK this policy outlines areas of opportunity within the operations, at a channel level, to create a contactless process and retain social distancing to support the health and safety of our fundraisers and the public. In creating this policy PFS has undertaken regular discussion and input with the IoF, as well as our charity partners.

### **Our Fundraisers**

- Fundraisers must wash their hands often using soap and water, and dry them thoroughly
- Fundraisers must use hand sanitiser where they cannot wash their hands with soap and water, especially after travelling on public transport, as they enter a building and after contact with surfaces
- Fundraisers must carry hand sanitiser at all times
- Fundraisers will be advised to avoid touching their face
- Fundraisers must adhere to the officially recommended respiratory hygiene (coughing in the elbows, or in tissue if disposed of immediately)
- Fundraisers must wear face coverings whilst they are representing PFS charity partners, with the recommendation that these should be visors in the first instance where they are available<sup>1</sup>
- Fundraisers will be provided with anti-bacterial wipes to clean equipment often including the tablets, phones, stands and laminated presenters
- Fundraisers must ensure they are social distancing from each other (2m) as well as members of the public. Fundraisers will be reminded to have this at front of mind for 'on the job' training, meetings, and shift changeovers
- Fundraisers must have no physical contact with other fundraisers, or members of the public
- Marketing companies to allocate fundraisers to 'bubbles' to minimise the number of other fundraisers they come into contact with
- Fundraisers must not leave home, and must advise the marketing company immediately, if they or someone they live with has any of the following:
  - A high temperature
  - A new continuous cough
  - A loss of, or change to, your sense of smell or taste
- Fundraisers must return home, and must advise the marketing company immediately, if they have any of the above symptoms during activity
- If a fundraiser displays symptoms then they must self-isolate for 7 days, or according to the latest government advice, and order a test immediately through the NHS test and trace service

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<sup>1</sup> Visors will be stipulated for Childlife activity due to the link to NDCS and importance of visibility for lip reading

- If a fundraiser tests positive for coronavirus then any fundraisers in the same bubble, who they have had close recent contact with, will self-isolate for 14 days, or according to the latest government advice and in line with the NHS test and trace service

## **Operational Process**

### For Private Sites:

- Site level risk assessment to be undertaken of current private site estate to document how many fundraisers can operate within social distancing measures
- Maximum 2 fundraiser per private site
- Private site bookings to be made in line with other retailers who are opening in line with lifted restrictions (from public perception and footfall perspectives)
- Private sites where a member of the public cannot walk past without being at least 2m from a fundraiser and being uninterrupted as they walk will be removed until further notice
- Fundraisers will take tape and / or floor markers to delineate 2m social distancing at a private site stand, with the site's agreement
- Design and produce a banner with visible and clear messaging on steps taken to protect our fundraisers and members of the public to ensure social distancing remains front of mind for fundraisers and members of the public
- Fundraisers will not approach members of public who are visibly within the vulnerable groups e.g. over 70 years
- PFS are also considering the implementation of a perspex screen to sit on top of the private site branded pop up stand

### For Street:

- Street site risk assessment, via the IoF, to be undertaken of current street site options to document suitability of location and how many fundraisers can operate within social distancing measures
- Sites where a member of the public cannot walk past without being at least 2m from a fundraiser and being uninterrupted as they walk will be removed until further notice
- PFS will propose option to display a banner with social distancing messaging to the IoF at street sites
- PFS and charity partners to review branded jackets / tabards / t-shirts and whether these can be updated with relevant messaging
- Fundraisers will take tape and / or floor markers to delineate 2m social distancing, where the site permits
- Fundraisers will not approach members of public who are visibly within the vulnerable groups e.g. over 70 years

### D2D:

- PFS to choose regional territory where infection and transmission rates are known to be lower
- Fundraisers must not enter a property under any circumstances, even by invitation
- Fundraisers must not enter flats and apartment blocks as they may not be able to maintain social distancing with these types of properties
- All conversations must be undertaken with a 2m distance, which will mean the fundraiser needs to ensure there is a minimum of 2m of private property from the front door so they are not standing on the street
- Only 1 fundraiser to approach each door and to ensure 2m always remains between fundraisers

- PFS and charity partners to review branded jackets / tabards / t-shirts and whether these can be updated with relevant messaging
- PFS are also considering how to manage contact with surfaces at the doorstep and are looking to other sectors for guidance e.g. postal service

For all channels:

- Information on website of PFS and charities which fundraisers can point the members of the public to with more information on how we are keeping the fundraisers and members of public safe
- Produce a larger pitch card which can be seen at a social distance.
- Fundraisers must not offer or give the pitch card to the member of the public to hold
- Where fundraisers are required to collect equipment from the marketing company, this will be done by appointment to limit interactions

### **Contactless Process for Sign Ups**

- PFS will remove requirement for supporter to touch the tablet (in line with changes pre lock down) and so there will be no signature required with the Supporter Verification Call (“SVC”) continuing to evidence that the supporter has understood and committed to regular giving, sponsorship or lottery
- The fundraiser will enter all details on the tablet (in line with changes pre lock down)
- The SVC will be completed by making an outbound call to the supporters own phone removing contact with the fundraisers’ mobiles (in line with changes pre lock down)
- If a supporter feels uncomfortable providing bank details, due to requirement to speak louder with social distancing, PFS will be providing the flexibility to take these details on the SVC as an alternative option
- Welcome packs and supporter receipts to be sent out electronically with the welcome email and mandate, or via postal fulfilment

### **PFS Training**

- PFS to create bespoke training content for conduct, process, and compliance to account for changes and requirements with resumption of activity
- PFS to create bespoke training content on how to handle media enquiries and members of the public who challenge the resumption of activity or who want to understand more to ensure information is provided with clarity and accuracy, that interactions don’t escalate and members of the public or media are signposted to where they can get more information or discuss further
- PFS will deliver the bespoke training package to fundraisers remotely via Zoom (or similar platform)
- Ongoing refresher training to be delivered via Zoom (or similar platform), as well as utilising functionality on the tablets
- Marketing Companies to undertake a contactless process for training of new fundraisers to be delivered via Zoom (or similar platform), as well as utilising functionality on the tablets
- Training content to be reviewed with each charity to ensure impact of Covid-19 covered

### **Ongoing monitoring**

- PFS will be monitoring and gauging the public perception via fundraiser feedback, SVC commentary and are also considering options for a SMS or email short survey

- PFS will utilise the tablet functionality to take photos to enable remote monitoring of fundraiser set up each day in line with this policy
- PFS will take an approach of adaptability and flexibility in light of feedback received during resumption
- PFS will undertake additional complaint monitoring and analysis
- PFS will continue to play an active role in industry groups and networks