

Telephone Campaigns FAQs

Fire Fighters Charity provide life-long care and support for the UK's fire family. Providing timely clinical care and wellbeing support to members of the UK's fire services and their families, helping them to adapt to physical, emotional, and social challenges, to adapt to conditions, injuries, and illness, and to transition to life after service.

Why does Fire Fighters Charity conduct telephone fundraising?

It costs £12m every year to meet the needs of our service users, and with no regular government funding we are completely reliant upon donations from the public and the fire and rescue community.

For us to improve our services year on year, it is vital for us to have a reliable source of income on which we can depend. Telephone fundraising is a cost-effective way for us to engage with our supporters and raise money to fund our work to support the UK Fire and Rescue Service community.

It enables us to ask for support, which helps us to ensure long-term funding for our Charity. We have been successfully talking to existing and potential supporters by telephone since 2005 and the long-term security of these donations gives us the ability to plan and use our money as effectively as possible.

Who are you calling?

We only contact supporters who have donated to the charity. We screen our calling lists against the Telephone Preference Service. If you are registered with TPS, you will not receive a call from our telephone fundraisers.

We do not do any cold calling and all people we call will have had an interaction with Fire Fighters Charity at some point.

We have found that many of the people we talk to are happy to support us again with a regular donation. We also regularly contact service users who have accessed our services or have visited us on a rental break, but do not currently give a regular donation. We find that many service users who have visited a centre and see what we do are happy to start supporting us with a monthly direct debit.

Do you do this through a telemarketing agency?

Yes, we use an agency as they are specialists, and it is more cost effective than hiring and training our own staff. This means we can make the best use of every donation we receive.

We use Ethicall to conduct all our telephone fundraising campaigns. Ethicall are a Bristol based telephone fundraising agency who specialise in ethical telephone fundraising for charities. If you would like to find out more about Ethicall and what they do, you can visit their website:

<https://ethicall.org.uk/>

Ethicall work on our campaigns throughout the year raising funds on our behalf. Using an agency allows us to contact hundreds of our supporters every year at a low cost, which makes this a very cost-efficient way of fundraising.

What training do the fundraisers have?

Ethicall's fundraisers receive regular internal training and supervision, no fundraiser will conduct fundraising calls without having had full training. They are trained on a number of general issues including but not limited to legal requirements, vulnerable person's policy and charity giving and fundraising.

We take great care to make sure all their fundraisers are trained to be as knowledgeable as possible and understand the work that we do. They receive regular training sessions from us to update them about our work. We take pride in the quality, experience and enthusiasm of our telephone fundraisers and go to great lengths to ensure they are well-trained ambassadors for Fire Fighters Charity.

Are your fundraisers paid?

Yes, our professional fundraisers are paid a wage to fundraise on our behalf. They are always paid a set hourly rate and are not working on a commission model. We do this to try to ensure that our fundraisers are motivated by our cause and not by the monetary incentive of working for commission. We are careful to make people feel reassured – our fundraisers are not given personal financial targets. We also follow strict codes of practice set out by the Fundraising Regulator.

We only use paid fundraisers where we are sure we will receive a profitable return on our investment. This means that the cost of paying the fundraiser is outweighed by the number of donations we receive, ensuring this is an effective way to raise funds.

How do you ensure people are not being pestered into donating?

We use an experienced telephone fundraising agency who adhere to strict quality control criteria. Fundraisers are focussed on having quality interactions with our supporters and are never required to apply pressure during their calls.

All telephone fundraising calls are recorded (the fundraiser will let you know this at the start of the call), and we regularly listen to a random selection of calls to ensure they meet our standards. Any instances of over-zealous callers are fully investigated in line with our complaint's procedure.

I do not want to be called. Who do I contact?

We understand that not everyone would like to be contacted by telephone. If you do not wish to be contacted via telephone, please let us know by contacting our customer care team on: 01256 366566 or via email: customercare@firefighterscharity.org.uk.