

**NORWICH UNIVERSITY OF THE ARTS**

**Vice-Chancellor: Professor John Last**

**CODE OF PRACTICE**

**2014 – 2015**

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## **1.0 General Principles of Fundraising**

1.1 All donations received will be allocated to the appropriate fund as intended by/discussed with the donor at the time of their donation.

1.2 All NUA fundraisers and staff involved with the acceptance and processing of donations will adhere to the Code of Practice and behave in an honest, professional and transparent manner.

1.3 The institution will not offer inappropriate incentives to a potential donor in return for their donation, and the benefits a donor receives as a result of their gift will be in proportion to the size of their donation.

1.4 Donors will be thanked and acknowledged in the relevant ways unless they have asked to remain anonymous.

1.5 Use of personal data will be held in accordance of the Data Protection Act 1988.

## **2.0 Requesting and Receiving Donations**

2.1 When requesting donations, staff involved with fundraising will make clear to potential donors that they are acting on behalf of the institution and will not accept any donation made to them personally.

2.2 Development staff will be proactive in seeking donations but will not pressurise donors into making a donation or insist they select a specific fund to donate to.

2.3 All donations received will be attributed to the fund intended at the time of the donation.

2.4 Each fundraising appeal is to have its own set of FAQs relating to the purpose of the fund, how donations will be collected and allocated and how gifts will be recognised.

2.5 If a fund is closed or merged with another fund, donors will be notified in writing and offered the opportunity to re-allocate their gift to another fund.

2.6 If a fund lies dormant for some time and the donor cannot be contacted, the University will follow the original wishes of the donor as closely as possible.

2.7 If an appeal target is not met, the institution must be clear to donors as to what will happen to the money raised for that fund and donors consulted as to what happens to their donation.

## **3.0 Online Donations**

3.1 Donations received online will be processed quickly and efficiently and the donation will be allocated to the appropriate fund at the time of the transaction.

3.2 All personal data collected will be added to our internal database and used for acknowledgment and recognition of the gift unless the donor has requested not to be contacted.

3.3 Personal debit/credit card numbers used for electronic donations will not be recorded once the transaction is complete.

3.4 Electronic transactions will be carried out by a third party card service provider on behalf of NUA.

3.5 Donors will have the opportunity to opt in to receive further communications from the University at the time of making their donation.

#### **4.0 Gift Aid**

4.1 Norwich University of the Arts will only claim Gift Aid in respect of a donation if all of the Gift Aid conditions are met in accordance to the latest guidelines issued by the HMRC. If a donor is not eligible for Gift Aid but the institution wishes to make a claim under the small donations scheme (for all donations under £20), the institution will only make a claim if all conditions of the scheme are met.

4.2 Gift Aid claimed on a gift will be attributed to the same fund as the initial donation.

#### **5.0 Working with Third Parties**

5.1 Any external fundraisers collecting money on behalf of the institution will be checked and approved before they are allowed to fundraise on the University's behalf (e.g. a staff/student/graduate sponsored event) where the University is aware of their intentions beforehand.

5.2 The University will not accept any money raised by a third party if not approved by the University or the collection method is ambiguous or could damage the reputation of the University.

5.3 When collecting donations through a third party website e.g. BT Mydonate, donations will be attributed to the allocated fund as soon as the institution is notified a donation has been made and followed up in the usual ways.

#### **6.0 Refusal and Refunds of Donations**

6.1 For donations received where there is concern over where the donation has originated from and/or the ethics of the donor, due diligence will be undertaken to ensure it is in the best interests of the University to accept the donation.

6.2 For gifts of £25,000 or more, the University will act in accordance with its Large Donations Policy before formally accepting the donation.

6.3 A donation will only be refunded in exceptional circumstances in accordance with the relevant legal requirements.

#### **7.0 Fundraising Communications and techniques**

##### **7.1 General Principles**

7.1.1 Fundraising communications will not mislead, exaggerate or cause offence, anxiety or distress to the recipient.

7.1.2 Advertising will comply with the Advertising Standard Authority's (ASA) code and be legal, decent, honest and truthful.

7.1.3 Fundraising literature will comply with the appropriate legislation where applicable.

7.1.4 Communications will not cause offence on grounds of race, age, religion, sex, sexual orientation or disability.

7.1.5 NUA makes reasonable effort must be made to make communications accessible to all audiences.

7.1.6 All communications will be appropriate to the intended audience, timings planned so a donor does not feel bombarded with requests for a donation and each communication will provide an opt out clause.

7.1.7 Any donor information used in case studies to promote an appeal will only be used with prior permission from the donor, particularly in use of photographs and any sensitive information which the donor would prefer remained confidential.

7.1.8 Case studies will be truthful and representative and not aim to mislead or exaggerate a situation to entice donations to a particular fund.

## **7.2 Direct Mail Marketing**

7.2.1 When planning a direct mail campaign, current prospects on the database must have opted in to receiving mailings from us.

7.2.2 Although at present the institution does not send cold call mailings for donations, if this was to change in the future, all addresses will be checked against the Mailing Preference Service (MPS) and any registered addresses removed from the mailing list.

7.2.3 Any inserts or leaflets will be accompanied by a letter explaining the reason for the mailing and include details of how a recipient can contact the institution for more information.

7.2.4 Any inserts/leaflets must reinforce the appeal and how money raised will be spent.

7.2.5 The correct postage will be paid when mailed from the institution so the recipient does not have to pay any extra charge to receive it.

## **7.3 Email marketing**

7.3.1 In addition to section 7.2 any email communications asking for a donation will contain an opt out link.

7.4.1 We will not send bulk mailings to a recipient in a short space of time.

7.4.2 The majority of emails will be sent via the Pure Response e-marketing software and data will be stored securely and in accordance with the Data Protection Act 1988.

7.4.3 All emails will be sent either as an individual email to the recipient's personal email address or using the BCC option on Microsoft Outlook.

## **7.4 Telephone Fundraising**

7.4.1 At present all telephone campaigns are managed in-house through the Development Office.

7.4.2 Prospects to be included in a telephone campaign will receive a pre-call letter informing them that they are to be called, an outline of the fundraising appeal and include an opt out.

7.4.3 It is assumed that for prospects who have supplied us with a contact telephone/mobile number, they are willing to be contacted by phone unless they have previously opted out of telephone fundraising.

7.4.4 Although at present the institution does not cold call for donations, if this was to change in the future, all numbers will be checked against the Telephone Preference Service (TPS) and any registered numbers removed from the call list.

7.4.5 At the beginning of the call, the caller will explain who they are, where they are calling from and the purpose of the call and give the recipient the opportunity to opt out of the call and from being called again in the future.

7.4.6 All callers will attend a training session on how to make the call and will be given a loose script to work from. They will be told not to be insistent or abusive if the recipient does not want to give a donation and behave in a professional manner at all times.

7.4.7 All calls will be made from Norwich University of the Arts premises.

7.4.8 Calling times will be outlined in the pre-call letter and will not take place after 9pm.

7.4.9 Prospects will be called a maximum of three times per campaign so they do not feel bombarded with calls.

7.4.10 If there is no answer at the number one voicemail message will be left to inform the recipient the purpose of the call and to allow them to call back if they wish or to opt out of the call.

7.4.11 During the call, the caller will outline the fundraising appeal and will act with honesty as to what the money raised will be used for. The caller will not offer any inappropriate benefit or reward to the recipient in return for their donation.

7.4.12 If the recipient makes a donation and is eligible for Gift Aid then the caller will read out the appropriate Gift Aid declaration for them to agree to.

7.4.13 After the call, the outcome of the call will be recorded for future use on Donor Strategy.

7.4.14 If a donation is made by debit/credit card then a donor's card details will be used for the purpose of the donation only and will not be kept or recorded for future use.

7.4.15 If a donation is made, a follow up thank you letter will be sent including a Gift Aid statement outlining how their gift will be acknowledged.

7.4.16 Donor's details recorded on to Donor Strategy will be held in accordance with the Data Protection Act 1988.

## **7.5 Digital Media**

7.5.1 All digital platforms should comply with the Equality Act 2010 and must make 'reasonable adjustments' to accommodate the need of all users.

7.5.2 Details of our charity status are available on the NUA website and on any third party websites, e.g. BT MyDonate.

7.5.3 All information available on the Supporting NUA webpages will be kept up to date, honest and only genuine case studies and quotes used to promote an appeal will be used.

7.5.4 The NUA website also contains details of our use of Cookies and how data captured will be used.

7.5.5 All data collected from the website will be held in accordance with the Data Protection 1988.

## **8.0 Use of Personal Data**

8.1 All Data will be held in accordance with the Data Protection Act 1988.

8.2 Regular cleaning and updating of contact details on Donor Strategy will occur to ensure data is kept up to date, a donor's mailing preferences are maintained and data will only be retained for as long as is necessary unless the donor asks for their details to be removed sooner.

## **9.0 Complaints Procedure**

9.1 Anyone wishing to make a complaint regarding the marketing of fundraising or the solicitation of donations will be referred to the University's complaint procedure.