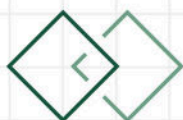
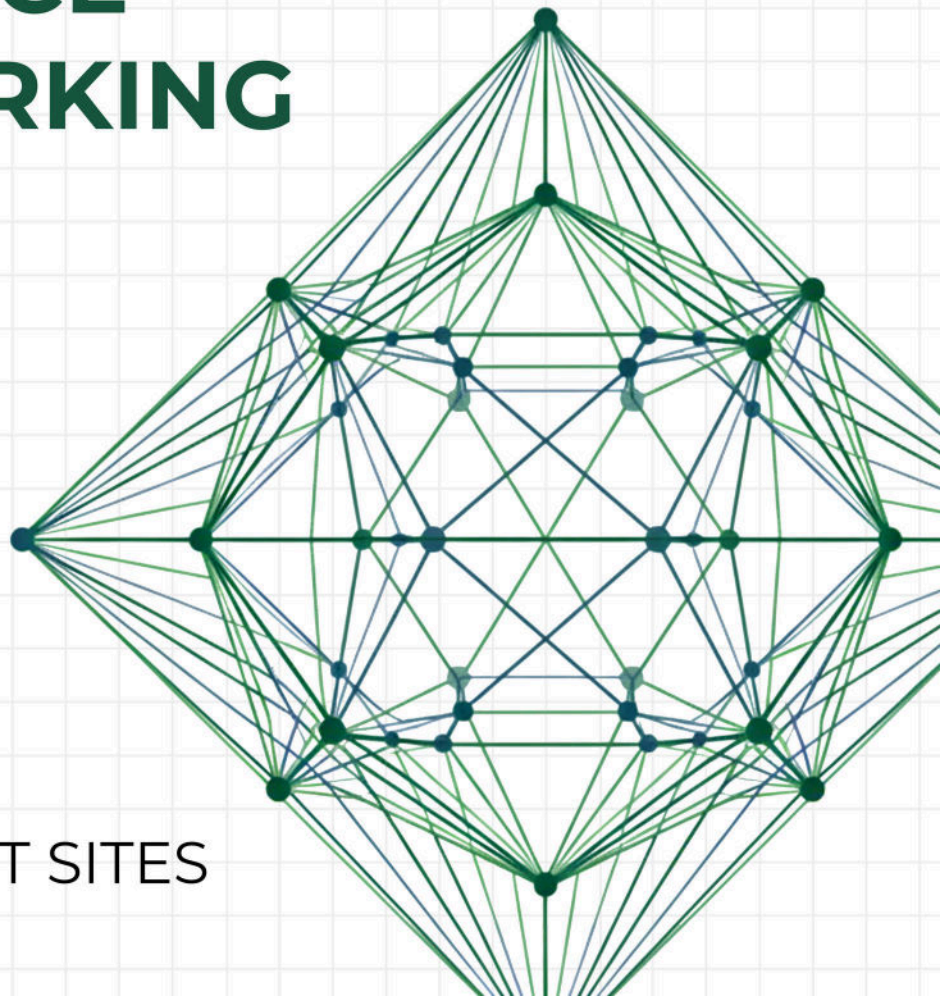


2025 UK F2F COMPLIANCE BENCHMARKING REPORT

Published February 2026



GREEN LIGHT SITES

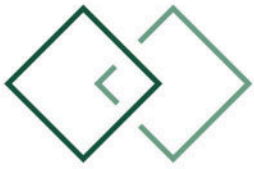
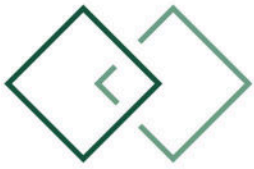


TABLE OF CONTENTS

1. Executive Summary	3
Key Insights at a Glance	4
Context & Methodology	5
2. Comparative Analysis	6
Trends by F2F Channel	7
Individual Fundraiser Compliance	8
Individual Fundraiser Productivity	9
Team Management & Leadership	10
Environmental Impact	11
Mystery Shopping Conversation	12
Mystery Shopping Sign Up Process	13
3. Reference Library	14
Statistical Appendix	15
Technical Appendix	19
Contact Us	22



1. EXECUTIVE SUMMARY



KEY INSIGHTS AT A GLANCE

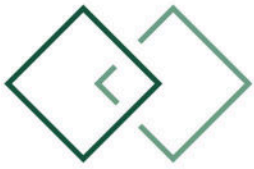
The highest performing category in 2025 was Mystery Shops - Fundraiser (92.87%). This refers to the conversation before asking for the donation. It's a remarkably high average score across the board, and not a one-off. Compliance and Individual scores also came in above 90% on average across the sector.

Mystery Shop - Sign Up Process scored the lowest overall (77.15%). This section of the report shines a spotlight on a huge opportunity for improving KPIs, specifically "opt ins".

"2025 saw the highest number of Green Light Sites audits being carried out to date, and across more organisations than ever before."

Sam Hollyman,
Green Light Sites





CONTEXT & METHODOLOGY

The data shared in this report was gathered by our UK-wide network of professional auditors, observing teams for 3 hours at a time from in-house and agency fundraising operations. This data has been collated and presented here to provide insight and industry benchmarking to support the continued growth and development of face to face both in the UK and in international markets.

We submitted 1272 audit reports in 2025, and each report relates to 3 hours of fundraising meaning the data presented in this report relates to approximately 3816 hours of fundraising. It is important to note that Street Fundraising Audits dipped dramatically in 2025, therefore the Street data may be less representative than the other channels.

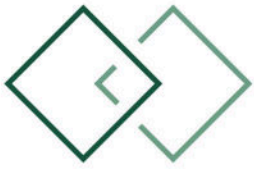
The individual indicators within each category/score have been selected because these, or similar, are used across all our clients which allows for comparison, analysis and benchmarking across the industry. The overall scores for each section draw from each client's individual Databases and Dashboards, meaning they also take into account all client specific indicators including those that cannot be seen in the graphs and tables below.

Client data will only be viewable by the client themselves. Green Light Sites will not share any identifiable data without explicit permission from the client. We will only release data as anonymised industry wide average scores - as seen in this report.

"Green Light Sites' dedication to avoiding no-shows has significantly maximised our oversight and their professional approach and attention to detail is very welcome."

Michael Sanders,
Fundraising
Training and
Compliance
Manager, British
Heart Foundation

2. COMPARATIVE ANALYSIS



TRENDS BY F2F CHANNEL

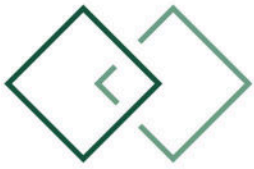
When comparing the channels it is Door to Door that scores highest overall, that being said all three channels were within 5% of each other. When delving a little deeper we can see greater variance within some categories. For example, in the Compliance and Individual category, there was close to a 10% discrepancy between Private Site (89.29%) and Street (99.19%) or Door to Door (98.99%). Work Rate also shows a similar story between Door to Door (91.93%) and Private Site (80.48%), with Street more evenly between the two (85.48%).

Green Light Sites' real-time feedback is invaluable, not only for addressing compliance risks, but for reinforcing positive behaviours as they happen.

Liam McEntegart,
Managing Director,
REAL Fundraising



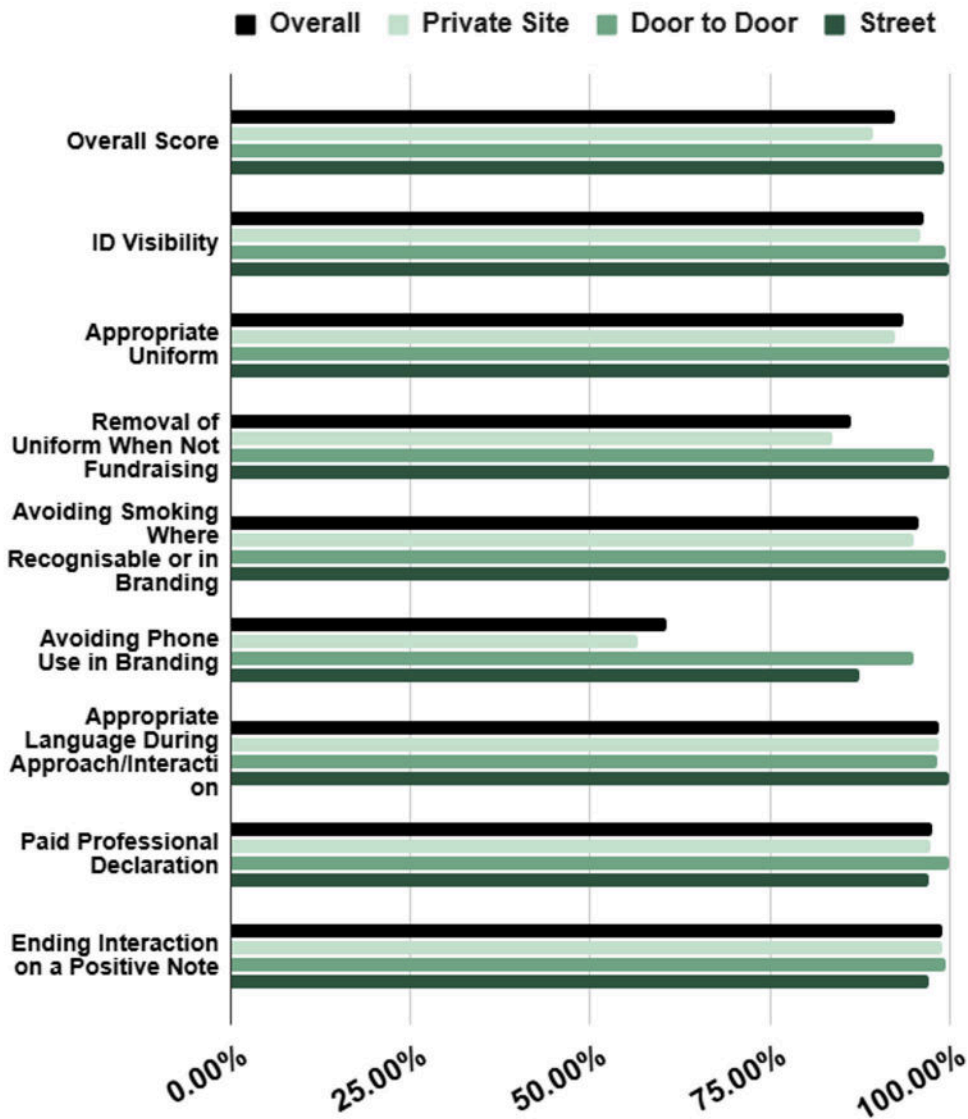
Individual Fundraiser Compliance scores for D2D and Street teams were around 99%, compared to 89% for private site teams.



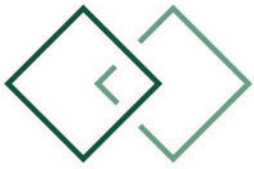
INDIVIDUAL FUNDRAISER COMPLIANCE

Looking at compliance metrics for each individual fundraiser audited shows some fantastic results in most categories, a real testament to the professionalism across the sector.

A notable exception to this trend is phone use, particularly on private site teams, where nearly half of all fundraisers observed last year dropped points in this category.



Using appropriate and positive language during both the approach and at the end of interactions scored above 98% on average across all three channels.

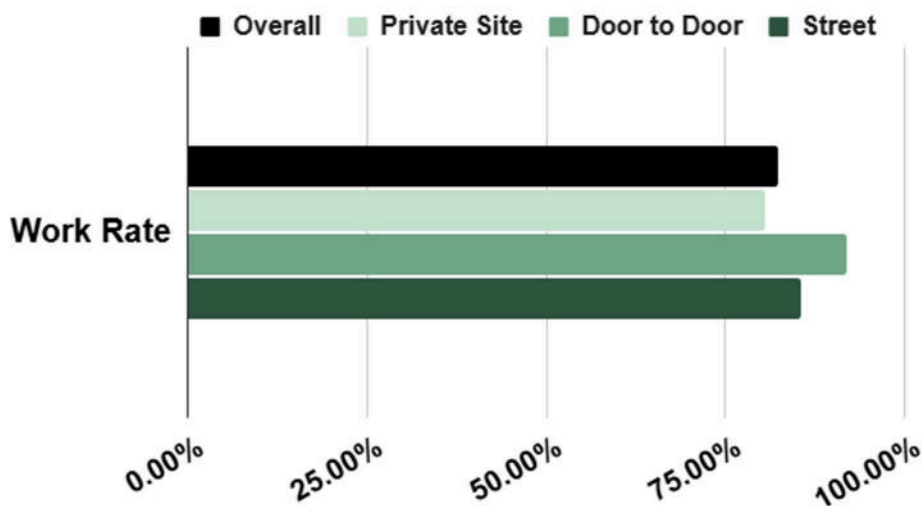


INDIVIDUAL FUNDRAISER PRODUCTIVITY

Every 15-30 minutes throughout the 3 hour visit our auditors assess each fundraiser's workrate / productivity. This category shows one of the biggest gaps between fundraising channels, with Door to Door 11% ahead. Worth noting this gap has widened since last year with average Private Site workrates dropping by just over 6%.

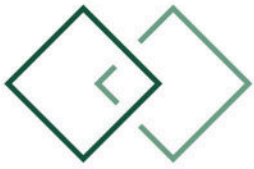
The overall average is very high nonetheless, and shows consistent focus and dedication from teams all over the UK.

You can find the criteria used to score workrate in the Technical Appendix on page 20.



"Green Light Sites have been instrumental in helping us mystery shop our fundraisers and access real-time insights into their performance. They're straightforward to work with, collaborative, and consistently proactive. The mystery shop reports are detailed, actionable, and have directly supported improvements in our fundraiser pitches, training, and monitoring. We look forward to continuing our partnership with them."

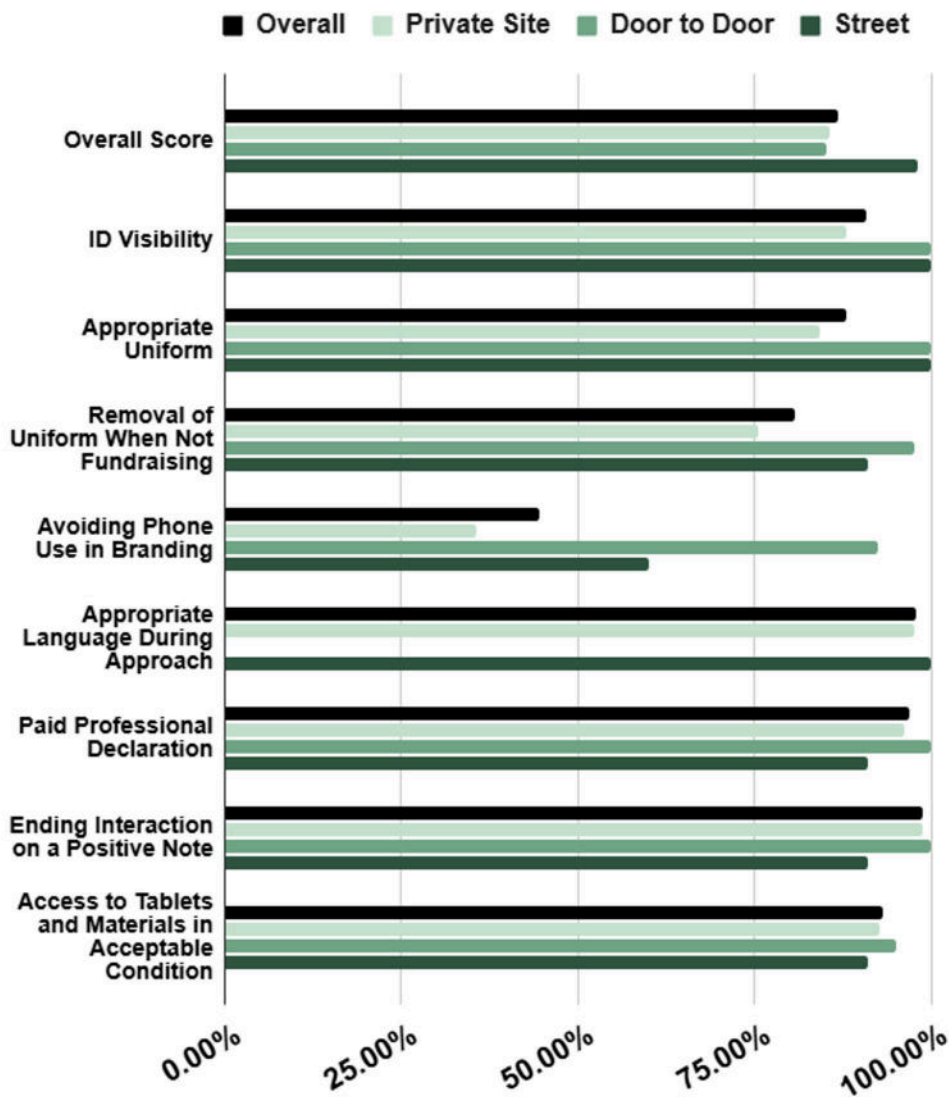
Amber Hegerty Beach
Senior Individual Giving Executive
Dementia UK



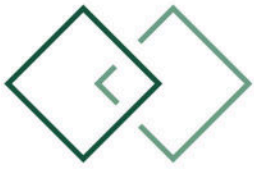
TEAM MANAGEMENT & LEADERSHIP

Clients specify which fundraisers are team managers and those individuals have an extra section on their audit report, relating to the conduct of, and their influence over the whole team.

For a few categories we see higher scores in the team section, than we do in the individual section. This means teams with no specified team manager do measurably worse than those that do have a team manager present.

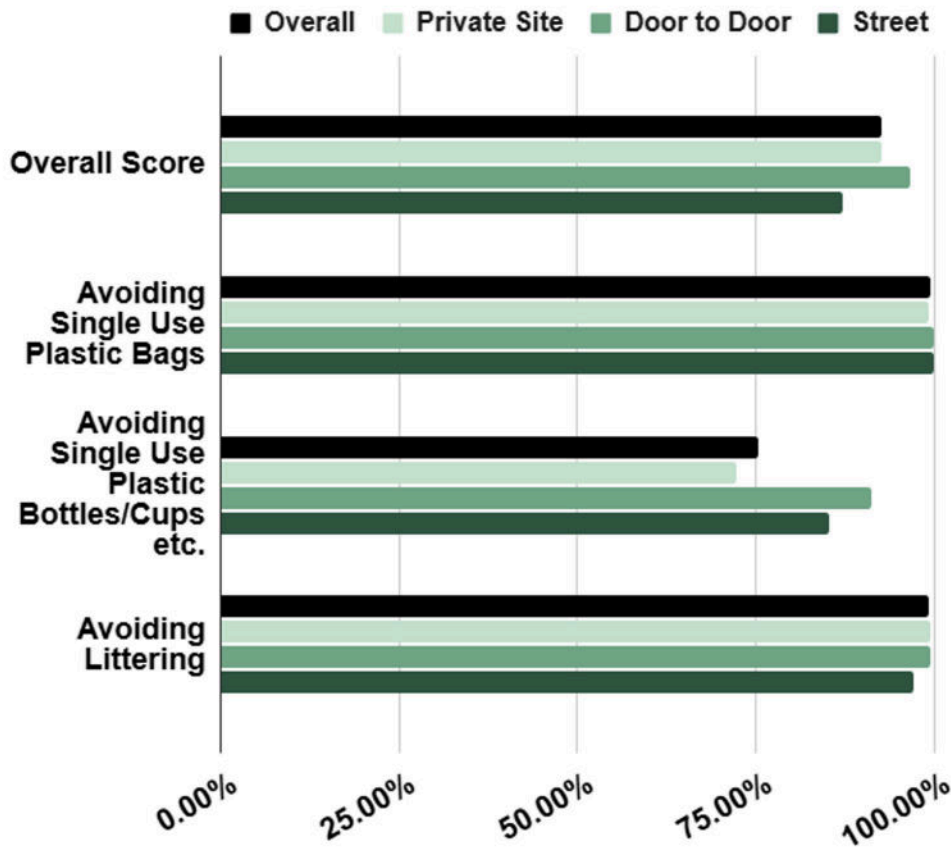


Also noted in other sections, phone use on Private Site teams is a huge outlier with 65% of teams losing marks here.



ENVIRONMENTAL IMPACT

Our clients are able to customise every part of the forms the auditors complete, however we always encourage Environmental Impact to be included.



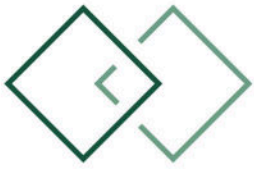
"Green Light Sites are proud to be a certified B Corp balancing profit with benefit for people and the planet.

Our impact score of 108.8 greatly exceeds the 'pass mark' of 80, and the median for a UK business at just 50.9 points."

Daniel Servante
Green Light Sites

"We've partnered with Green Lights Sites for 4 years now, carrying out in excess of 270 fundraiser audits during that time. Sam and the team always try to accommodate us wherever they can, and the results from the audits themselves have proved invaluable in identifying key areas for retraining. Most recently, we have focussed on our pitch content, working closely with Sam last year to ensure our concerns and requirements were reflected on the auditor templates. We wouldn't hesitate to recommend GLS to other charities."

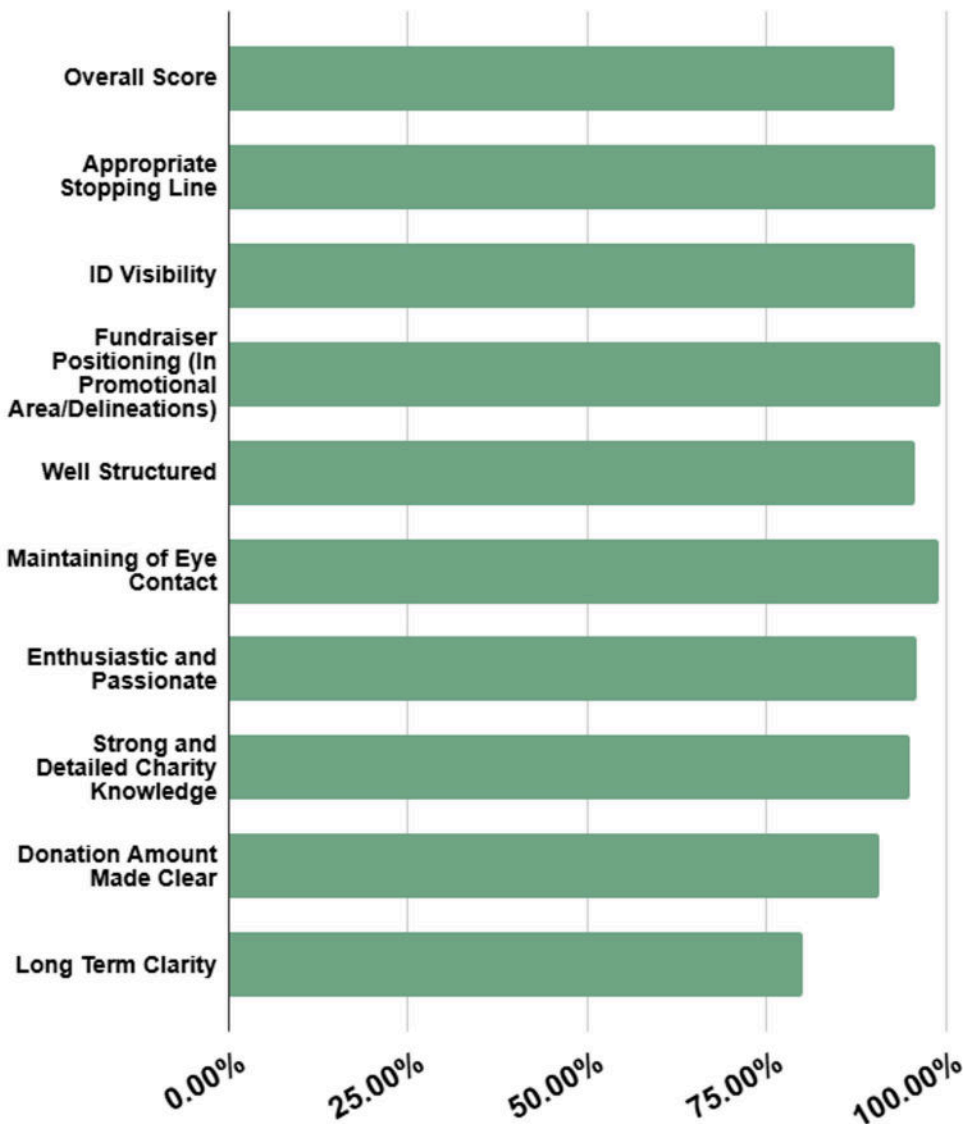
Paul Breese
Face to Face Manager
The Guide Dogs for the Blind Association



MYSTERY SHOPPING CONVERSATION

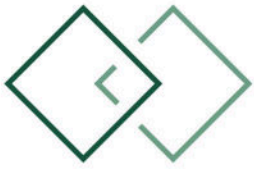
This section shows some truly fantastic results from the Mystery Shop element of our audits. Each audit includes at least one traditional Mystery Shop interaction, and we split this into two discrete sections, one for the conversation leading up to the ask, and one for the actual sign up process.

This section, the conversation, is the highest scoring in this report - which demonstrates the passion and professionalism that fundraisers are bringing to these interactions.



"Green Light Sites are an agency who listen and have been able to accommodate our bespoke requests."

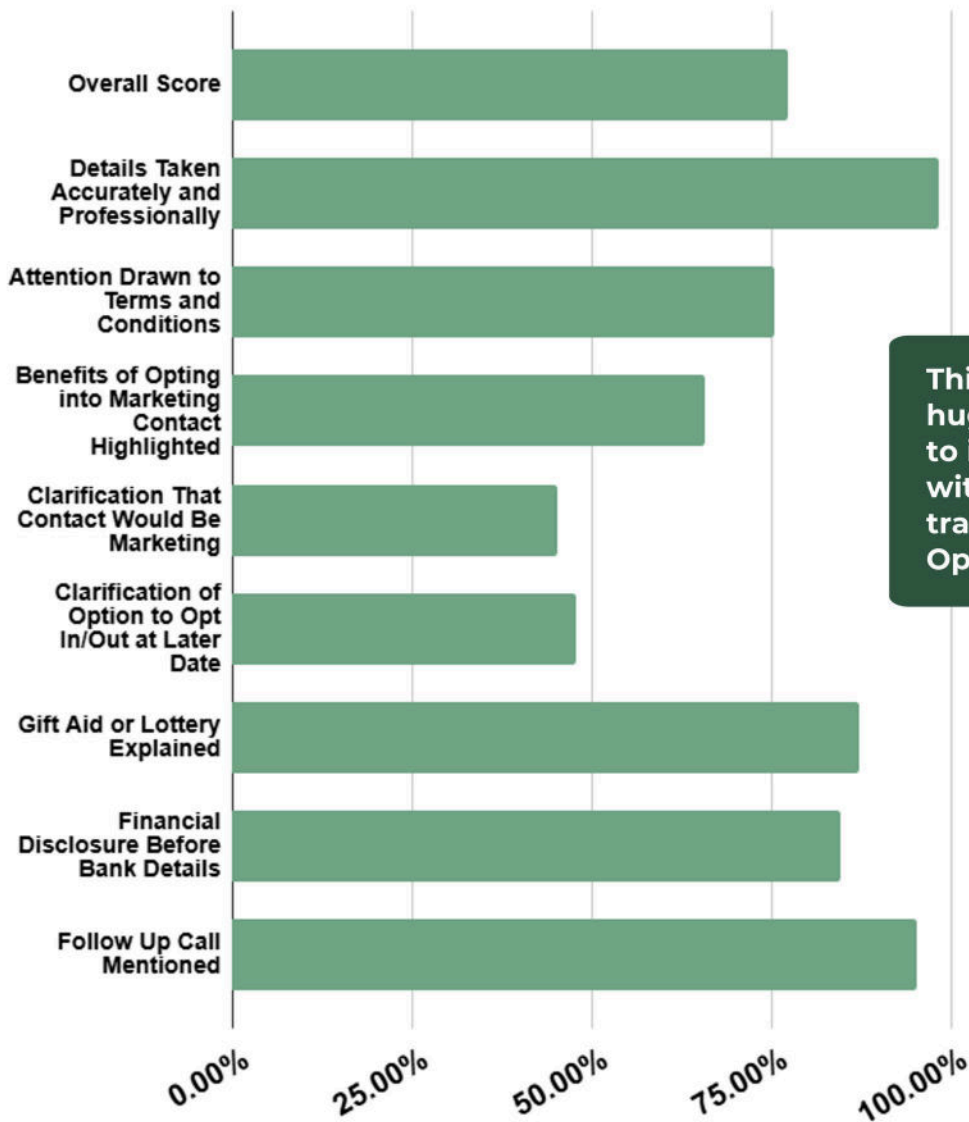
Jan De-Vyott,
Compliance
Manager,
The Professional
Fundraiser



MYSTERY SHOPPING SIGN UP PROCESS

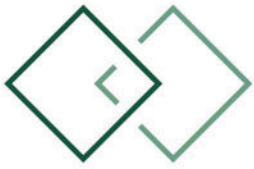
The category that would benefit from additional attention for training follows the pattern of previous years - the Sign Up Process (77.15%), a stark contrast to the Conversation section directly preceding it.

This is an interesting pattern as it could be argued that opening cold conversations and inspiring long term commitment within just a few minutes is the more difficult element of the job while the sign up is a fixed and predictable process.



This data shows a huge opportunity to improve ROIs with a focus on training acquiring Opt In permissions.

3. REFERENCE LIBRARY



STATISTICAL APPENDIX

This section contains all the raw data used to produce the bar charts throughout this report. Please refer to the key below when reading data from the tables.

The Category the scores relate to.

Colour coding:
Green > 85%
Orange = 75-85%
Red < 75%

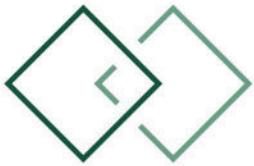
The data is split to show overall scores and each individual channel.

Category	Time Period			
	Overall	Street	Door	Private Site
Overall Score				
Indicator 1				
Indicator 2				
Indicator 3				
Indicator 4				
Indicator 5				
Total Number of Submissions				

This row refers to the Overall scores for the category, including any client specific indicators not included in the table.

This row shows how many reports were submitted per channel and overall.

These are the indicators most commonly shared across all data pools.

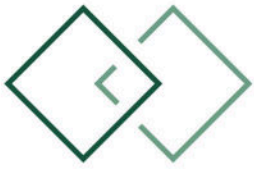


STATISTICAL APPENDIX

Time Period: 01/01/2025 to 31/12/2025				
Overall Scores	Industry			
	Overall	Street	Door	Private Site
Overall Score	86.33%	90.19%	91.14%	86.22%
Compliance and Individual	92.27%	99.19%	98.99%	89.29%
Work Rate	82.23%	85.48%	91.93%	80.48%
Team Management/Leadership	86.80%	98.00%	85.01%	85.52%
Environmental	92.60%	87.10%	96.48%	92.67%
Mystery Shop - Fundraiser	92.87%			
Mystery Shop - Sign Up Process	77.15%			

Time Period: 01/01/2025 to 31/12/2025				
Compliance and Individual	Industry			
	Overall	Street	Door	Private Site
Overall Score	92.27%	99.19%	98.99%	89.29%
ID Visibility	96.46%	100.00%	99.44%	95.85%
Appropriate Uniform	93.63%	100.00%	100.00%	92.35%
Removal of Uniform When Not Fundraising	86.20%	100.00%	97.77%	83.72%
Avoiding Smoking Where Recognisable or in Branding	95.68%	100.00%	99.44%	94.90%
Avoiding Phone Use in Branding	60.66%	87.50%	94.90%	56.67%
Appropriate Language During Approach/Interaction	98.51%	100.00%	98.32%	98.49%
Paid Professional Declaration	97.64%	97.06%	100.00%	97.26%
Ending Interaction on a Positive Note	98.98%	97.06%	99.44%	98.96%
Total Number of Submissions	1272	34	179	1059

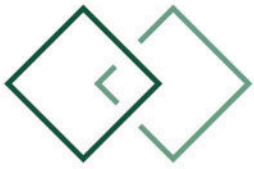
Time Period: 01/01/2025 to 31/12/2025				
Work Rate	Industry			
	Overall	Street	Door	Private Site
Work Rate	82.23%	85.48%	91.93%	80.48%
Total Number of Submissions	1267	34	179	1054



STATISTICAL APPENDIX

Time Period: 01/01/2025 to 31/12/2025				
Team Management/Leadership	Industry			
	Overall	Street	Door	Private Site
Overall Score	86.80%	98.00%	85.01%	85.52%
ID Visibility	90.84%	100.00%	100.00%	87.97%
Appropriate Uniform	87.96%	100.00%	100.00%	84.19%
Removal of Uniform When Not Fundraising	80.76%	90.91%	97.50%	75.54%
Avoiding Phone Use in Branding	44.60%	60.00%	92.31%	35.52%
Appropriate Language During Approach	97.68%	100.00%	N/A	97.59%
Paid Professional Declaration	96.86%	90.91%	100.00%	96.22%
Ending Interaction on a Positive Note	98.69%	90.91%	100.00%	98.63%
Access to Tablets and Materials in Acceptable Condition	93.07%	90.91%	95.00%	92.61%
Total Number of Submissions	382	11	80	291

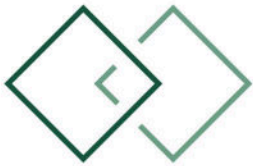
Time Period: 01/01/2025 to 31/12/2025				
Environmental	Industry			
	Overall	Street	Door	Private Site
Overall Score	92.60%	87.10%	96.48%	92.67%
Avoiding Single Use Plastic Bags	99.37%	100.00%	100.00%	99.24%
Avoiding Single Use Plastic Bottles/Cups etc.	75.31%	85.29%	91.06%	72.33%
Avoiding Littering	99.29%	97.06%	99.44%	99.34%
Total Number of Submissions	1272	34	179	1059



STATISTICAL APPENDIX

Time Period: 01/01/2025 to 31/12/2025	
Mystery Shop - Fundraiser	Industry
Overall Score	92.87%
Appropriate Stopping Line	98.57%
ID Visibility	95.70%
Fundraiser Positioning (In Promotional Area/Delineations)	99.28%
Well Structured	95.70%
Maintaining of Eye Contact	99.05%
Enthusiastic and Passionate	95.94%
Strong and Detailed Charity Knowledge	94.99%
Donation Amount Made Clear	90.67%
Long Term Clarity	79.90%
Total Number of Submissions	419

Time Period: 01/01/2025 to 31/12/2025	
Mystery Shop - Sign Up Process	Industry
Overall Score	77.15%
Details Taken Accurately and Professionally	98.17%
Attention Drawn to Terms and Conditions	75.34%
Benefits of Opting into Marketing Contact Highlighted	65.70%
Clarification That Contact Would Be Marketing	45.23%
Clarification of Option to Opt In/Out at Later Date	47.76%
Gift Aid or Lottery Explained	87.17%
Financial Disclosure Before Bank Details	84.55%
Follow Up Call Mentioned	95.11%
Total Number of Submissions	382



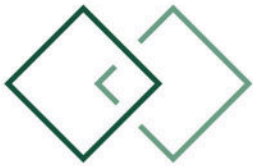
TECHNICAL APPENDIX

This section provides insight into how the data in this report is produced. Specifically the productivity / workrate scores, which require a potentially subjective judgement to be made by the auditor.

The frameworks outlined below are used by all our auditors UK wide to ensure total consistency between reports, regions and channels, and to make the data as objective as possible.

Here we also have a section from an example report, so you can get a feel for what clients receive week to week.

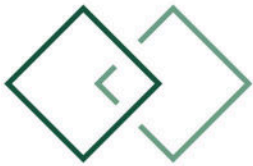
Section	Question	Answer	Points Awarded	Max Points
Individual	Was the Fundraiser's ID clearly visible at all times whilst fundraising?	No	0	5
	Was the Fundraiser wearing appropriate uniform?	Yes	3	3
	Did the Fundraiser avoid approaching people clearly working in the centre or station?	Yes	1	1
	Did the Fundraiser stick to their designated promotional area?	Yes	5	5
	Did the Fundraiser remove all branding when away from the stand and/or on break?	Yes	5	5
	If smoking on breaks, did the Fundraiser avoid doing so outside the nearest entrance/exit to the stand?	Yes	1	1
	Did the Fundraiser remove all charity branding when on or looking at their phone?	Yes	3	3
	Did the Fundraiser use appropriate language when approaching people?	Yes	5	5
	Did the Fundraiser avoid taking more than three steps alongside or in pursuance of a member of the public?	Yes	3	3
	Did the Fundraiser disclose that they are a Paid Professional Fundraiser working for the appropriate organisation before receiving any bank details for donations?	Yes	5	5
	Did the Fundraiser end all interactions on a positive note regardless of whether or not they stopped?	Yes	1	1
	Did the Fundraiser avoid approaching anyone stationary?	Yes	1	1
<p>Please give a summary of the Fundraiser with regards to compliance, operational functionality and professionalism.</p> <p>_____ had an excellent work rate, her energy levels were high and positive throughout the audit. I did not see her check her phone and let her energy levels run flat once throughout the audit. Her body language was open, she was smiling and waving at members of the public.</p> <p>There was a period of 15 minutes when her ID was not clearly visible and she used a single use coffee cup, albeit not while fundraising.</p> <p>She removed her branding whenever she went on break and put it back on when she returned.</p> <p>_____ appeared to have several engaging conversations with members of the public.</p>				



TECHNICAL APPENDIX

See below workrate scoring matrix for Private Site and Street teams.

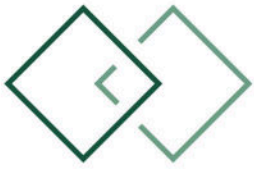
Score	Category	Observation	Summary
10	Stopping Attempts	Approaching everyone walking past	100% effort, could not be working any harder. Sign ups are inevitable.
	Quality of Stopping Attempts	Brilliant – every one with the same 100% enthusiasm and effort	
	Body Language	Positive, welcoming, professional	
	Energy Levels and Facial Expressions	Always positive, smiling and bouncing from person to person	
	Dialogues	Passionate and animated dialogues	
9	Stopping Attempts	Approaching everyone walking past	Almost always putting in 100% effort. May put less effort into one or two people but clearly working very hard.
	Quality of Stopping Attempts	Brilliant, almost all are fully committed, one or two aren't, but all are positive	
	Body Language	Positive, welcoming, professional	
	Energy Levels and Facial Expressions	Always high energy, positive and smiling	
	Dialogues	Passionate and animated dialogues	
8	Stopping Attempts	Approaching most people walking past, letting 1 or 2 go without approaching	Generally working hard and letting very few pass without being approached
	Quality of Stopping Attempts	Great, enthusiastic and positive. Not fully committed to some.	
	Body Language	Positive, welcoming and professional.	
	Energy Levels and Facial Expressions	High energy, positive and smiling.	
	Dialogues	Passionate and animated.	
7	Stopping Attempts	Approaching most people walking past but still an element of "cherry picking"	Working hard 75% of the time or working at 75% effort. May be tired or need a boost of inspiration
	Quality of Stopping Attempts	Good – most are fully committed but sometimes less so.	
	Body Language	Positive but looking tired.	
	Energy Levels and Facial Expressions	Mostly high energy, but occasionally letting it dip. Looks mostly positive	
	Dialogues	Good passion/animation	
6	Stopping Attempts	"Cherry Picking" but approaching a reasonable number of people	Reasonable work rate but could easily improve and needs to.
	Quality of Stopping Attempts	O.K. to good – trying but not 100%	
	Body Language	O.K. – positive but could be better	
	Energy Levels and Facial Expressions	High energy levels at times but inconsistent	
	Dialogues	Reasonable animation	
5	Stopping Attempts	"Cherry Picking" certain people, not approaching many	Not trying very hard, but occasional flashes of effort
	Quality of Stopping Attempts	Moderate – some enthusiasm, but not much	
	Body Language	OK during stops/dialogues (possibly worse in between)	
	Energy Levels and Facial Expressions	Moderate but inconsistent	
	Dialogues	Reasonable effort when dialoguing	
4	Stopping Attempts	Few – let majority walk by	Either awkwardly avoiding or lacking in effort
	Quality of Stopping Attempts	Poor to moderate – lacking in conviction/belief/enthusiasm	
	Body Language	Awkward/closed	
	Energy Levels and Facial Expressions	Nervous/poor energy, looking awkward	
	Dialogues	Low effort and enthusiasm	
3	Stopping Attempts	Very few – let majority walk by	Going through the motions with no effort or passion
	Quality of Stopping Attempts	Poor – no conviction/belief/enthusiasm	
	Body Language	Closed and/or defeated	
	Energy Levels and Facial Expressions	Poor energy, looking frustrated/negative	
	Dialogues	Poor effort and enthusiasm	
2	Stopping Attempts	Once every couple of mins – only when it's easy to do so	Not trying, avoiding work and effort.
	Quality of Stopping Attempts	Poor to moderate – not very enthusiastic	
	Body Language	Neutral – lacking in enthusiasm	
	Energy Levels and Facial Expressions	Poor energy levels, not really trying, neutral facial expressions	
	Dialogues	Very poor effort and enthusiasm	
1	Stopping Attempts	None	Not even trying to sign people up, no point in them working
	Quality of Stopping Attempts	N/A	
	Body Language	Negative and/or defeated	
	Energy Levels and Facial Expressions	No energy, looking frustrated/negative	
	Dialogues	No effort or enthusiasm	



TECHNICAL APPENDIX

See below workrate scoring matrix for Door to Door teams.

Score	Category	Observation	Summary
10	Time between doors	Marching straight from one door to the next with purpose and determination	100% effort, could not be working any harder. Sign ups are inevitable.
	Body Language	Positive, welcoming, professional	
	Energy Levels and Facial Expressions	Always positive, smiling and bouncing from door to door	
	Dialogues	Passionate and animated dialogues - potential donors are visibly engaged	
9	Time between doors	Walking straight from one door to the next with purpose almost every time	Almost always putting in 100% effort. May pause briefly between 1 or 2 doors but clearly working very hard.
	Body Language	Positive, welcoming, professional	
	Energy Levels and Facial Expressions	Always high energy, positive and smiling	
	Dialogues	Passionate and animated dialogues	
8	Time between doors	Average pace and walking with purpose all the time	Generally working hard and knocking on as many doors as possible
	Body Language	Positive, welcoming and professional.	
	Energy Levels and Facial Expressions	High energy, positive and smiling.	
	Dialogues	Passionate and animated dialogues	
7	Time between doors	Average pace and walking with purpose most of the time	Working hard 75% of the time or working at 75% effort. May be tired or need a boost of inspiration
	Body Language	Positive but looking tired.	
	Energy Levels and Facial Expressions	Mostly high energy, but occasionally letting it dip. Looks mostly positive	
	Dialogues	Good passion/animation with most doors, occasionally lets it dip	
6	Time between doors	Average pace	Reasonable work rate but could easily improve and needs to.
	Body Language	O.K. – positive but could be better	
	Energy Levels and Facial Expressions	High energy levels at times but inconsistent	
	Dialogues	Reasonable animation and passion, but could improve	
5	Time between doors	Average pace but could easily speed up	Not trying very hard, but occasional flashes of effort
	Body Language	OK at the doors, sometimes worse in between doors	
	Energy Levels and Facial Expressions	Moderate but inconsistent	
	Dialogues	Not many, but reasonable effort when dialoguing	
4	Time between doors	Average pace, but hesitant at times	Either awkwardly avoiding or lacking in effort
	Body Language	Awkward/closed	
	Energy Levels and Facial Expressions	Nervous/poor energy, looking awkward	
	Dialogues	Not many	
3	Time between doors	Slow pace but direct - not strolling	Going through the motions with no effort or passion
	Body Language	Closed and/or defeated	
	Energy Levels and Facial Expressions	Poor energy, looking frustrated/negative	
	Dialogues	Very few – without enthusiasm	
2	Time between doors	Slow, walking without purpose, gradually making their way from door-to-door	Not trying, avoiding work and effort.
	Body Language	Neutral – lacking in enthusiasm	
	Energy Levels and Facial Expressions	Poor energy levels, not really trying, neutral facial expressions	
	Dialogues	Very few – without enthusiasm	
1	Time between doors	Slow, walking without purpose and stopping for breaks between doors	Not even trying to sign people up, no point in them working
	Body Language	Negative and/or defeated	
	Energy Levels and Facial Expressions	No energy, looking frustrated/negative	
	Dialogues	None	



CONTACT US

Like what you see?

We'd love to hear from you.

After 5+ years of delivering this unique service, with substantial growth year on year, we couldn't be prouder of the insight we are able to share in this report.

We are so confident in our auditing process we're offering any organisation their first audit free of charge - so what are you waiting for? ... Speak to you soon!



Daniel Servante

Founder and Managing Director
daniel@greenlightsites.co.uk
07783 709 858

Sam Hollyman

Compliance Director
sam@greenlightsites.co.uk
07572 450 397



www.greenlightsites.co.uk

www.linkedin.com/company/green-light-sites-ltd