



Chartered  
Institute of  
Fundraising

# F2F FUNDRAISING BENCHMARKING REPORT 2025



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# FOREWORD

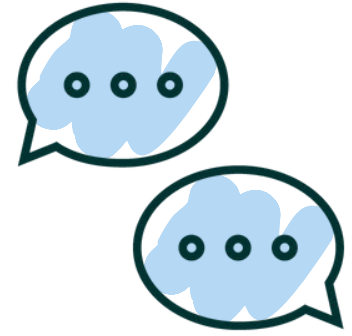
Face-to-face fundraising is incredibly valuable for the charity sector. A sustainable channel within the strategic fundraising mix, it's one of the fastest and most effective methods of reaching and signing up new and diverse donors. It contributes significant income to charities, with those people signing up to support across 2024 projected to give over £50 million in their first 12 months.

Despite this success, its central role in inspiring new donors and securing vital long-term regular giving hasn't always received the recognition it deserves.

That's what makes this report so important as a starting place for benchmarking face-to-face fundraising's performance. The CIOF is in a unique position to provide this, in collecting signup data as part of the levy from our members participating in public fundraising.

Face-to-face fundraising has unfortunately received negative press stories over the years. Yet, in reality, standards and quality are higher than ever. Activity and messaging are planned carefully, and fundraisers are well-trained in both the messages they convey and in their professional conduct as charity ambassadors. And in this increasingly digital world, many people enjoy the live opportunity a conversation provides to find out more about a charity and its important work. This is clearly evident in the number of people who go on to become long-term regular supporters.

Through this benchmarking exercise and the insights provided by independent expert practitioners, we can begin to build a true picture of face-to-face fundraising's performance and proven value. I urge you to read, to share, and if you can – to participate in the next one.



**Nick Henry**  
Public Fundraising  
Manager, CIOF

# INTRODUCTION

Face-to-face fundraising is a vital source of new supporters and raises hundreds of millions of pounds every year. It is, without doubt, an important fundraising channel central to the sustainability of many charities across the breadth of the UK. Yet its value to the charity sector is not often reported on.



This F2F Fundraising Benchmarking Report 2025 aims to change that, by sharing data on performance alongside expert insights from face-to-face fundraising agencies and charity practitioners on what the data shows and the bigger picture looking forward.

The report uses levy data received by the Chartered Institute of Fundraising (CIOF). Members participating in public fundraising pay a monthly levy, which funds the services the institute provides to support this method of fundraising – from territory management and guidance to training and advocacy. The levy fee is based on donor sign-ups, submitted to the CIOF on a monthly basis. This year's report includes confirmed sign-up data from 60 charities and 16 agencies, for the years 2019, 2022 and 2024. Comparisons are by year and channel segment.

This is the first of what will become an annual benchmarking report, and it is a valuable starting point to build on. As with all benchmarking studies, the more charities that participate, the greater the value of the data. Whether you're a charity or an agency that practices face-to-face fundraising, we encourage you to become a member to benefit from the wide range of support we provide, and to strengthen best practice and subsequent reports through the inclusion of your data.

# PRESENTING THE DATA

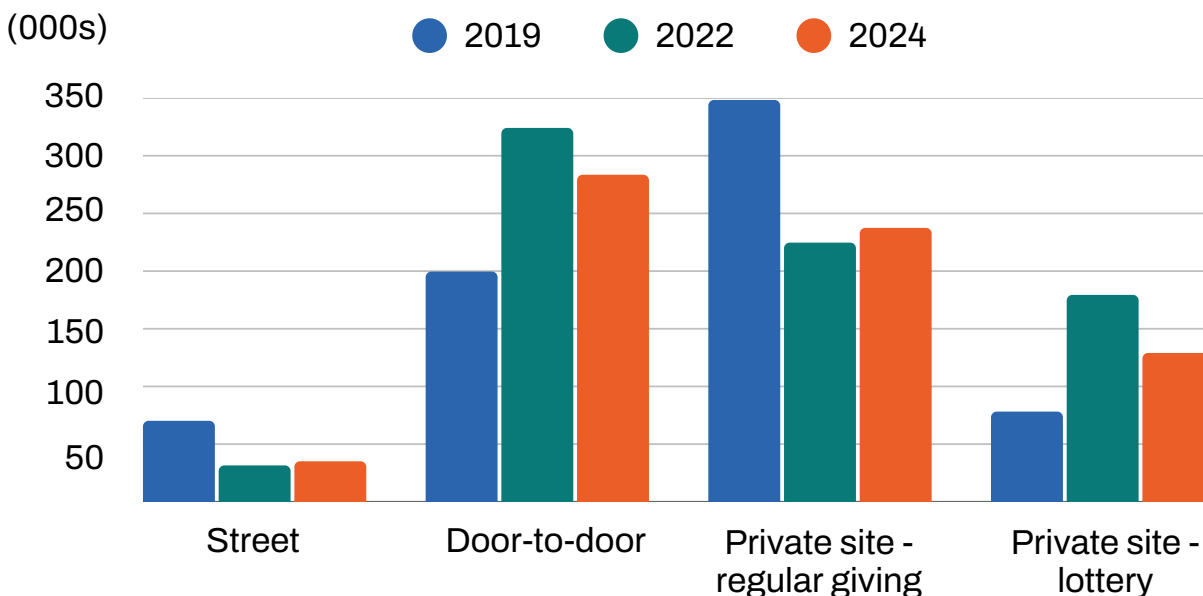
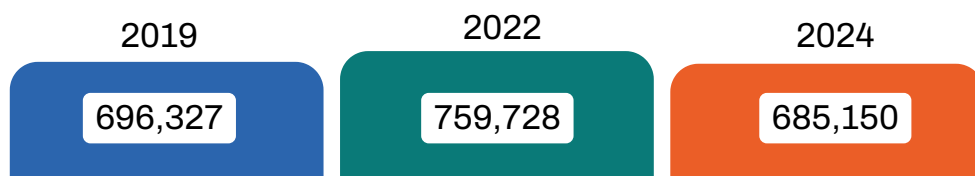


In sharing confirmed sign-up data from **60 charities and 16 agencies** for the years **2019, 2022 and 2024**, this report looks at the five-year period covering pre-COVID pandemic, the post-COVID bounce back, and a return to stability. The data presented is segmented into the face-to-face fundraising channels of **street, door-to-door, private site – regular giving, and private site – lottery.**

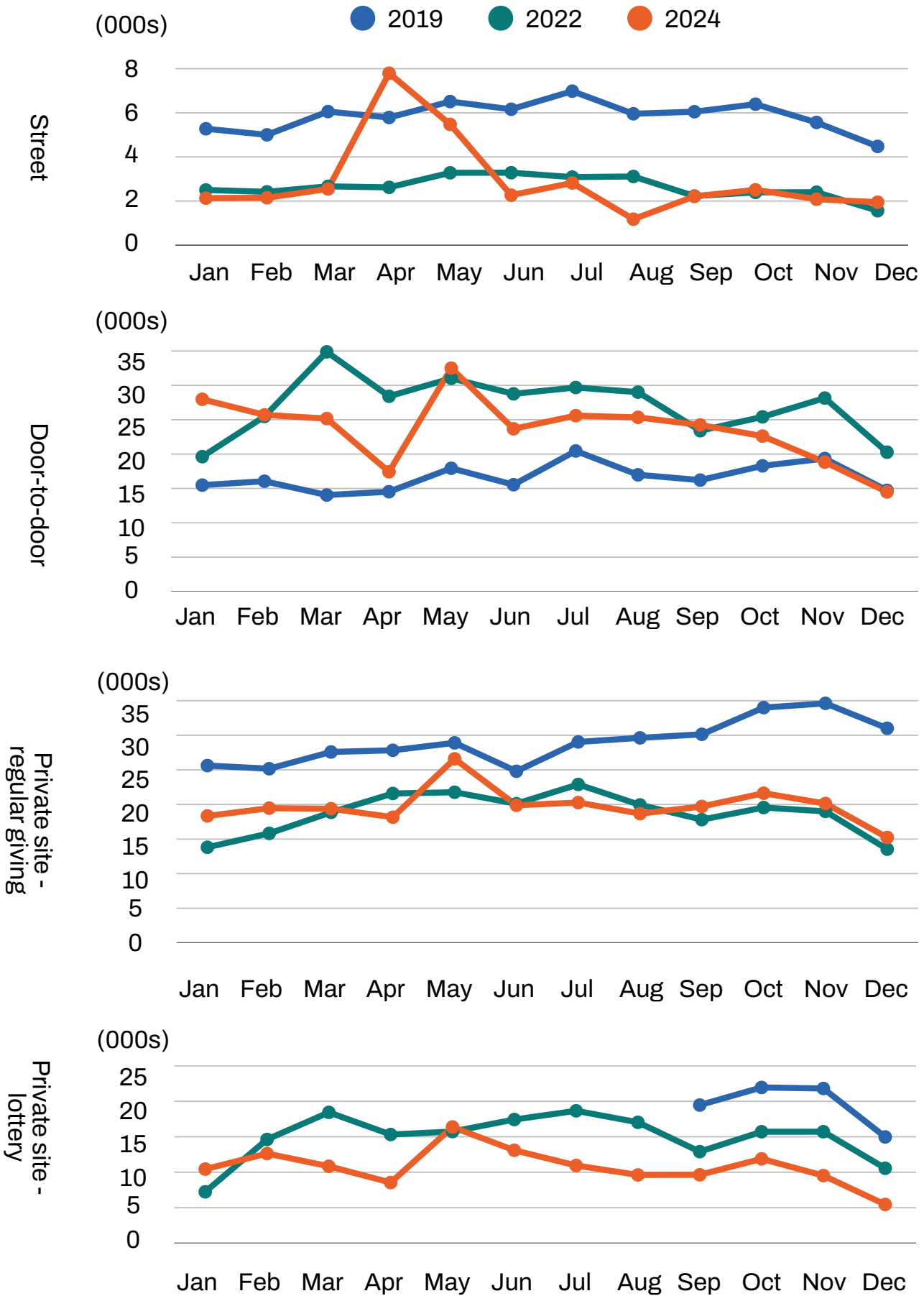
## Data considerations

It is important to note that lottery data for 2019 is incomplete, as monitoring for this channel began only in September of that year. While the figures are included to provide a sense of performance, the bigger picture must be viewed with that in mind.

## Total sign-ups by year & by channel



# Sign-ups by month



# KEY FACTORS



## 2022: A post pandemic anomaly

As the first full year of face-to-face fundraising following the pandemic lockdowns, 2022 stands out as a clear post-COVID 'bounce back' year. Performance reflected this resurgence: particularly **door-to-door** fundraising delivered results noticeably higher than pre-COVID levels, while lottery fundraising also performed strongly. In contrast, street and private site – regular giving both remained significantly below pre-pandemic levels.

Sign-ups for door-to-door campaigns during this rebound period exceeded those recorded in both 2019 and 2024, underscoring the exceptional nature of the 2022 recovery.

Anecdotal evidence suggests several influencing factors. Many charities redeployed unspent budgets from the lockdown period once in-person activity resumed, driving a surge in investment and activity. Door-to-door campaigns were the first to restart, before the other face-to-face channels, benefitting at the doorstep from the relative ease of maintaining the social distancing measures that people had become accustomed to. It was also felt that people were more open and receptive to personal engagement after the difficulties and social isolation of the COVID years.

Given these factors, the most meaningful comparison is between pre- and post-COVID performance – specifically 2019 versus 2024. This approach provides a clearer view of sector stability, removing the distortions caused by the pandemic years and the elevated 2022 bounce-back.

“

**Immediately following the lockdowns, we saw incredible results.**

**Territories were rested, and people were genuinely excited to see each other again.**

**After a few months, that natural bounce subsided, with sign-up rates stabilising before resuming a steadier level of growth.”**

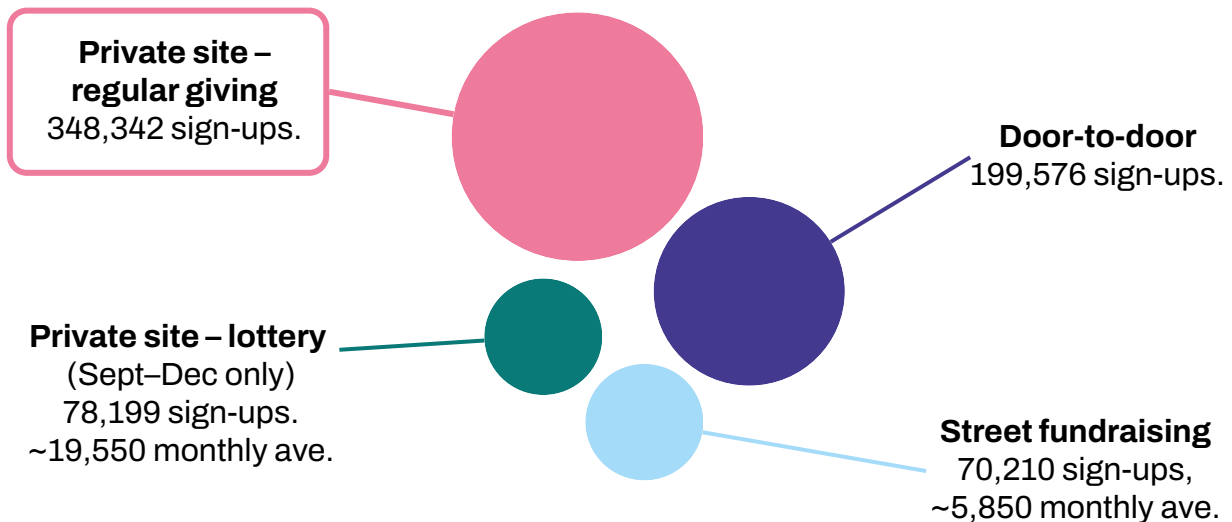


Richard Snowden  
Senior Field Development  
Manager, AppCo UK

# TRENDS: 2019 VERSUS 2024

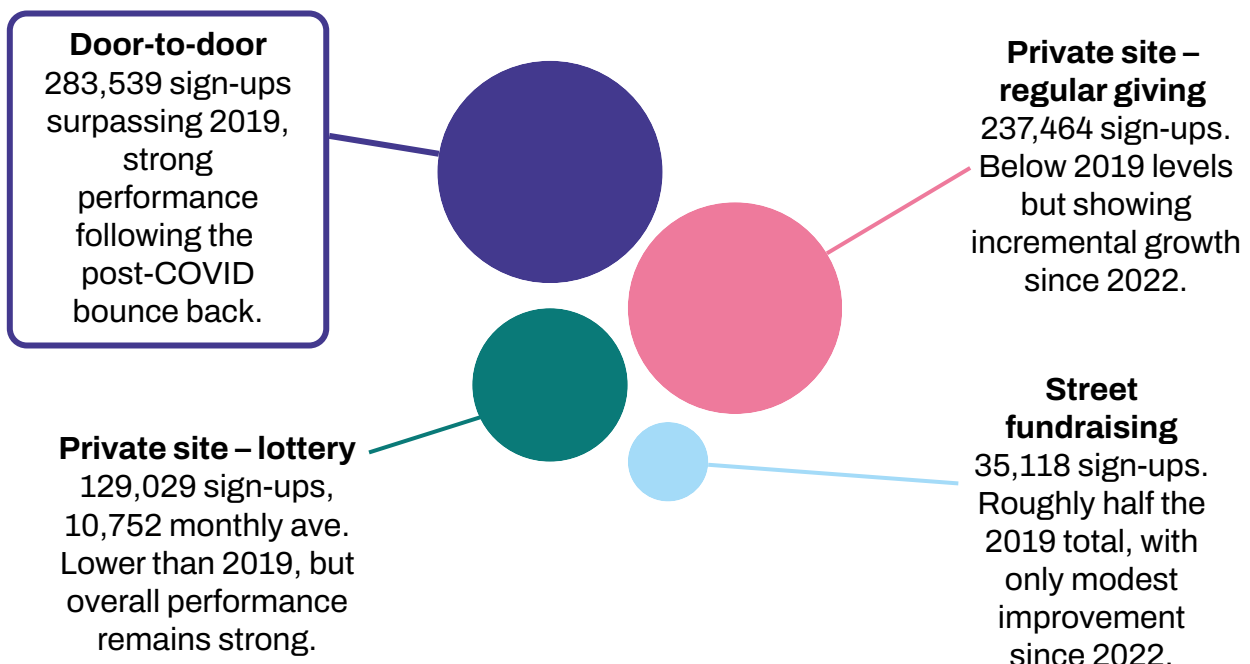
## 2019: Pre-pandemic baseline

Before the pandemic, F2F data shows healthy figures across all channels, with **private site – regular giving** leading the way:



## 2024: Signs of long-term stability

Five years on, the data indicates a positive trend of sustained recovery and stability, but now with a distinct shift towards **door-to-door** as the leading channel:



## Growth of door-to-door

Door-to-door fundraising is forging ahead exhibiting resilience and the greatest growth across the F2F channels. Private site – lottery is looking strong too, while private site – regular giving has not yet returned to pre-pandemic levels, and street fundraising continues to lag significantly.

These trends reveal how donor preferences, charity investment choices, and on-the-ground adaptations have evolved – most notably when teams were successfully transitioned from street and private sites to doorsteps during 2022's bounce-back.

These shifts illustrate why tailored, channel-specific strategies are now more critical than ever.



“

**While there's absolutely room for growth, what's most encouraging is that F2F, especially door-to-door, continues to maintain a healthy, reliable, level of performance.**

**When you look at the annual totals for all F2F activity, the differences year on year aren't dramatic – there will always be natural ebbs and flows, but overall, it's a positive picture of steady and sustainable fundraising.”**



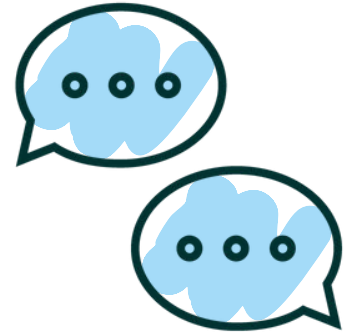
**Dominic Will**  
Managing Director  
Gather Campaigns

# A CHANGING LANDSCAPE & INFLUENCING FACTORS

Apart from the obvious challenges brought by the COVID pandemic, we asked: What else has contributed to the sign-up levels of the last few years?

## Driving stability & growth

Face-to-face fundraising is so successful first and foremost because of its people. Fundraisers create meaningful connections, generate overwhelmingly positive feedback compared to very few complaints, and raise hundreds of millions for charities each year.



“

**People might not remember the advert they saw or the form they filled in that led to them becoming a donor, but they always remember the fundraiser. That one-to-one in-person interaction is what makes F2F fundraising so effective.”**

Richard Snowden  
Senior Field Development  
Manager, AppCo UK

Additionally, technology and payment developments, from flexible payment options to AI-driven reporting for campaign monitoring and performance management, are raising standards and bringing greater efficiencies and control.

For example, contactless payment and data capture, accelerated by the pandemic's social distancing rules, brings stronger data security and greater accuracy.

This also means faster sign-up processing and supporter acknowledgement – enabling less time between that all important meaningful connection at sign-up and the start of a stewarded supporter relationship with the potential to last and grow.

Another important development has been the move towards a more analytical, data and insight-led approach to territory planning and choosing venues and postcodes.

This is improving selections and therefore results, says **Ian Bibby, Face to Face Fundraising Manager** at end-of-life charity **Marie Curie**, adding:

“

**This shift has changed how charities look at places to attract new supporters. Ultimately, this insight-led approach helps us more effectively engage with people who we would most like to have conversations with.”**



“

**At Marie Curie, prior to COVID our F2F operation was twice the size it is now but we weren't producing twice the volume of new supporters we are today.**

**We've really improved our efficiency and reduced costs over the past few years with this much more focused approach.”**

Ian Bibby  
F2F Fundraising  
Manager, Marie Curie

Engagement has also changed, becoming much more mindful of the challenges people might be experiencing, and improving conversations as a result.

## Shifts & challenges

While the overall story for face-to-face fundraising is one of stability, the data does reveal some shifts and challenges over the years.

Contributing to the success of door-to-door, immediately post-COVID fundraisers were moved from street and private site to doorsteps as the first face-to-face channel to open up.

Its strong performance, combined with some private site venues remaining unavailable, means many teams have not been moved back.

Lottery sign-ups pre- and immediately post-COVID were boosted by 2020's legislation changes allowing higher annual sales and prize values. This drove some charities to expand lottery activity, boosting sign-up rates that were already rising thanks to its lower cost entry point for the supporter and the attraction of potentially winning.

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The post-pandemic period brought an important shift with charities becoming much more sensitive to people's circumstances. At Guide Dogs, this has helped us strike the right balance in our messaging when sharing the impact on our services, and why fundraising therefore remains so vital. It's about being open about our challenges but equally, being mindful about the emotional messaging we're putting across and how people might feel receiving that.”

Esme Ridding  
Channel Manager  
Guide Dogs



Now, economic pressures and shifting giving trends see fewer people giving, but those that do are giving more. This is making the diversity of fundraising portfolios more important, and the scalability of F2F and higher financial returns of regular giving increasingly attractive.

Fundraiser capacity has also played a role. Recruitment is a long-term issue right across the sector but is particularly noticeable in face-to-face fundraising, exacerbated by the challenges of the job and the difficulty in competing with other sectors, such as retail and hospitality, on salaries.

The closure of several agencies post-COVID has also compounded these capacity challenges, driving the rise of subcontracting to meet demand. In a limited number of cases, this has led to poor practice and negative media coverage, which has affected public perception and sector confidence.

## Raising standards

Improving standards and trust is central to face-to-face's sustainability. The Fundraising Regulator's *2024 Market Inquiry* into subcontracting and face-to-face fundraising, prompted by complaints, self-reports and media coverage, made a number of recommendations.

In response, the Chartered Institute of Fundraising has since set up the Public Fundraising Advisory Panel and published **new guidance** to strengthen best practice and accountability in face-to-face fundraising.



“

While it's still possible to find strong recruits, it's becoming harder to find them in volume. The skillset required – the ability to hold a conversation, debate, and genuinely connect – is in high demand, and charities are competing with many other sectors for the same interpersonal talent.”

Michael Sanders  
Fundraising Training &  
Compliance Manager  
British Heart Foundation

With the demand from charities so high, maintaining strong standards and compliance among agencies and subcontractors is essential, agrees **Liam McEntegart, Managing Director of REAL Fundraising**, adding:

“

**Going further, closed loop systems as described in the recent CIOF guidance is in our opinion the best way to proceed with subcontracting.”**

The **Code of Fundraising Practice** has also been updated, effective from November 2025, with a new principles-based approach that places greater onus on organisations to assess how the rules apply to their fundraising activity. It also includes a new rule on protecting fundraisers, and extra guidance on monitoring fundraising partners.

But agencies and charities are also raising standards themselves – working hard to ensure their fundraising is the best it can be.



“

**There may need to be clearer, stricter guidelines around subcontracting to ensure that messaging, training and compliance aren't diluted through multiple levels of delivery, with lead agencies taking more of a compliance and training role.”**

Liam McEntegart  
Managing Director  
REAL Fundraising

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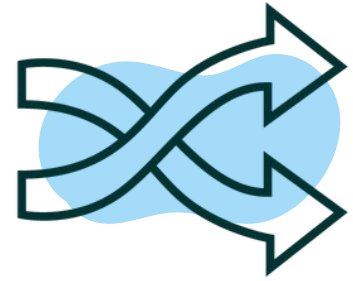
**In the time since the Market Inquiry, charities have moved on. We've become much stricter and more meticulous in how we can ensure supporters are recruited safely and securely, and that their experiences are as great as they can be. Part of this is compliance but it's also recognising that good fundraising and good practice aren't just about regulations but building genuine connections with supporters.**

**Nobody gets up in the morning planning to sign up to a charity. They either get a knock on the door or meet someone during the course of their day and are blown away by the passion and the commitment of the fundraiser. Our fundraisers aren't just signing people up; they're ambassadors for the cause, so every one of those conversations matters.”**

Ian Bibby  
F2F Fundraising  
Manager, Marie Curie



# LOOKING FORWARD & THE ROAD AHEAD



While maintaining consistently high standards remains essential, other factors will be equally important to the future of face-to-face fundraising – including celebrating its impact and challenging outdated perceptions.



**It's really important that we get better at championing F2F fundraising. Not just by sharing how many people sign-up and the returns and impact achieved as a result, but by showcasing donors' positive experiences and feedback, and by visibly valuing our fundraisers, internally and externally."**

Esmee Ridding  
Channel Manager  
Guide Dogs

Innovation is also critical to ensuring face-to-face fundraising remains strong and engaging into the future.

Experiential fundraising for example – the use of creative spaces or setups to spark conversation – is already on the rise, and a trend likely to continue as its value becomes better recognised.



**One of the biggest challenges with face to face is stopping people in the first place. If you can make the conversation starter easier, through simple compelling concepts that clearly convey the charity's message, such as a room setup for a 'Sponsor a Room' proposition, then the rest works – because fundraisers are excellent at building rapport and communicating the cause and the immediate need for action now."**

Liam McEntegart  
Managing Director  
REAL Fundraising

But face-to-face fundraising's next big focus must by necessity be on solving the recruitment issue. Improving pay, training, and recognition is key – but so is reframing it as a valuable career path, and a talent pool for charities themselves.

As **Michael Sanders of British Heart Foundation** explains, face-to-face can be an incredible entry point into the charity sector, adding:

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**It offers a way to gain real insight and hands-on experience into how charities operate, outside of the traditional university route.**

**While also developing transferable skills that go far beyond sales or customer service.**

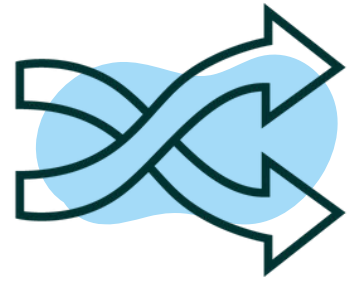
**Equally, for charities, face-to-face fundraising represents a rich pool of talent that we're either not recognising, not nurturing – or simply not shouting about enough.”**



## The bigger picture

In essence, face-to-face fundraising is one of the most dynamic and successful spaces in fundraising, built on human connection, skill, innovation, and rising standards. Yet it's often underappreciated.

Together, we all have a role to play in championing this vital channel and challenging outdated perceptions – ensuring it continues to bring in vital new support for our causes.



“

**Ultimately, we need a sector shift towards proactive and constructive responsiveness grounded in our successes. When charities share stories that celebrate their fundraisers and highlight the difference their work makes, they can help shift perception towards what it really is – people inspiring people to do good.**

**Over the last three decades face-to-face fundraising has raised billions for good causes, built communities of loyal supporters, and given countless people their first personal connection with a charity. It has powered transformational impact – from medical research to international aid; so many incredible achievements simply wouldn't have been possible without it. We should feel immensely proud of that legacy – and excited for what's next.”**

Dominic Will  
Managing Director  
Gather Campaigns

## Acknowledgements

With thanks to our panel of face-to-face fundraising experts:

**Ian Bibby**

F2F Fundraising Manager, Marie Curie

**Liam McEntegart**

Managing Director, REAL Fundraising

**Esmee Ridding**

Channel Manager, Guide Dogs

**Michael Sanders**

Fundraising Training & Compliance Manager,  
British Heart Foundation

**Richard Snowden**

Senior Field Development Manager, AppCo UK

**Dominic Will**

Managing Director, Gather Campaigns

## About the Chartered Institute of Fundraising

Together we are the future of fundraising. We champion our members' excellence in fundraising. We support fundraisers through professional development and education. We connect fundraisers across all sectors and skill sets to share and learn with each other, so that together we can best serve our causes and communities both now and in the future.

[ciof.org.uk](https://www.ciof.org.uk)