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Open (starred)

Title of paper

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Our Supporter Promise

Author of paper

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Authorised by Trustee or Executive Group member

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Purpose/Summary

The Board is asked to **approve** the attached Supporter Promise which reflects feedback received in discussion at the Audit, Risk & Finance Committee in November.

Details

- 1.1 This paper is identical to the paper (BD.2018.12.06.18) at the December Board meeting. As outlined by email following feedback at that meeting our recommendation is to conclude a fundraising related supporter promise without combining it with promises to campaigners. Work on campaigns strategy and activity will continued in 2019 and the idea of a promise to campaigners will be considered as part of that.
- 1.2 As defined by the Institute of Fundraising, for good practice charities should have clear Supporter Promise outlining their commitment to donors and the public. As part of its membership of the Fundraising Regulator the MS Society is also committed to ensuring our fundraising is legal, open, honest and respectful.
- 1.3 As part of a new regular schedule of annual review, the Fundraising Compliance Group have reviewed our Supporter Promise, looking at the content and wording of the document and concluded that it was up to date with best practice and is a good reflection of our service pledge.
- 1.4 The change required at the present time is to improve visibility of our Supporter Promise. It is on the MS Society website 'What we Do' policy section, and is easily findable on Google search (top hit for MS Society Supporter Promise). However, it is not readily visible within the 'Get Involved' section (where the fundraising and

giving section is) of our website. The Fundraising Compliance Group will be working with our Digital Team to ensure that it is.

- 1.5 Our Supporter Promise was last updated in May 2017 and will be reviewed and updated, if necessary, by December 2019

Our Supporter Promise

Our Supporter Promise

Our supporters make a huge difference to the lives of all those affected by MS. We believe supporting the MS Society should be a positive and rewarding experience, and as such we promise:

To listen and respect your wishes

- If you'd like to change the way you hear from us, or don't want to hear from us again, we'll always respect your decision.
- We'll strive to give you meaningful opportunities to donate to our work, but will never put pressure on you to do so.
- When we start a conversation, either on the phone or in person, we'll endeavour to ask if you're happy to speak to us.
- We'll be especially careful and sensitive when speaking to people we believe to be vulnerable.

To be honest and transparent about where your money goes

- We'll use your donations carefully and responsibly making best use of our income by funding work that has a demonstrable positive impact on the lives of people affected by MS.
- We'll keep you up to date on how your donations are helping to make a difference if you choose to hear from us in this way.
- We promise to provide information about our finances and charitable spend so you can see how your money is being spent and the difference you're making to people affected by MS.

To respect any personal information you share with us

- Your personal information is safe with us. We take our obligations very seriously and will endeavour to ensure its safety.
- We'll never sell on or swap your personal details with other organisations.
- We'll only ever contact you via methods you're happy for us to use.
- If you don't want to hear from us then you just need to tell us.

To be accountable and committed to the highest standards

- We strive for the highest possible standards in our fundraising and will always follow best practice as laid down by recognised regulatory bodies.
- We are registered with the Fundraising Regulator and we are a member of the Institute of Fundraising.
- We only work with professional fundraising organisations that meet our high standards.
- We monitor all the fundraising organisations we use closely, and, if we find cause for concern we'll investigate as a matter of urgency.

To be available

- We'll always provide easy ways for you to contact us.
- Our Supporter Care team is on hand to answer your questions and we really value your feedback.

Any questions?

Please get in touch with us; we'd love to hear from you.

Thank you for your continued support. Together we are strong enough to stop MS.

You can contact our Supporter Care team on 0300 500 8084 (Monday to Friday, 9am–5pm) or email supportercare@mssociety.org.uk

On the internet page tagged with link to [How your support helps](#)

Last reviewed and updated: November 2018

Next review date: November 2019