

Supporter Standards Policy

Approved By	The Board of Trustees
Date of approval	March 2025
Date of review	March 2028
Originator	Director of Strategy & Engagement
Title	Supporter Standards Policy
Description of the document	The aim of this document is to enable Tapping House to uphold excellence in our supporter care and to respond to and recognise donors in line with our standards.
Scope	For all staff and volunteers of Tapping House, with particular importance to Fundraising, Marketing, Retail & Finance.
Author and designation	Samantha Loveday, Director of Strategy & Engagement
Equality impact assessment (EIA)	Reviewed in March 2025 with no negative impact
Associated documents	Incident Reporting Policy & Procedure Whistle Blowing Policy & Procedure Vulnerable Supporters Policy SOP for Identifying & Managing Vulnerable Supporters (to follow) Charitable Donation Acceptance Policy and SOP Gift Acceptance SOP (to follow) Data Protection Statement Policy & SOP for Handling Complaints
Evidence base	Fundraising Regulator website; www.fundraisingregulator.org.uk
Consultation or development process	Information Governance Committee Fundraising, Marketing Retail & Finance
Training implications	All staff to be made aware of this policy during induction
Dissemination	This policy is kept in the S/drive of the Hospice server and a paper copy is held with the Governance and Executive Assistant. It is disseminated via Hospice Huddle and team leads.

Audit plan	Audited through 3 yearly review and as a response to incidents and complaints
Approval process	Finance & Investment Committee
Ratification process	SLT
Review arrangements	3 years from date of publication or sooner should changes to legislation or guidance require it
Date of issue	March 2025
Archiving arrangements	This document will be archived in line with the policy for procedural documents.

THIS IS A CONTROLLED DOCUMENT

Whilst this document may be printed, the electronic version maintained on the Tapping House Shared Drive is the controlled copy. Any printed copies of this document are not controlled.

Financial Implications:	This policy does not have any additional financial implications on the organisation.
Safeguarding Implications	This policy does not have any new safeguarding implications which are not covered by existing policy and procedures.
Privacy Impact Assessment	This policy does not have any impact on privacy.
Identified Risks:	Risk to reputation with donors and the general public. Risk of litigation if we do not take account of donor requests – such as do not contact. Risk of non-compliance with code of conduct and standards set out by industry bodies. Risk of loss of income.
Monitoring:	Compliance to this policy will be monitored via incidents reported to the complaints process, and by managers through staff 1-2-1s. Spot checks will be undertaken by line managers at monthly supervision meetings.

Version History Log

Version	Date Published	Details of key changes	Name
1	March 2025	New Policy	S Loveday

2 Supporter Standards Policy Version 1 March 2025 Review March 2028
CAUTION: You must refer to the S Drive / Policies & Procedures folder for the most recent version of this policy.

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1. Introduction

We wish to build excellent relationships with all of Tapping House's donors, supporters and volunteers as they are of such vital importance to the charity. Staff should use this policy as a guide to ensure that complaints are minimised and that we protect the reputation of the charity against adverse public reaction from existing or potential supporters.

In terms of the Supporter Standards we set ourselves we will:

- Treat supporters with courtesy, politeness and respect at all times.
- Respond to fundraising donations, enquiries and correspondence within 5 working days of receipt at Tapping House.*
- Be pleased to receive visitors at our fundraising offices, which are open from 9am – 5pm on weekdays.
- Listen to feedback and comments and, whenever possible, use those to improve our future performance.
- Answer any questions about our fundraising activities and costs with transparency and honesty, always ensuring the information provided is up to date and accurate.
- Provide clear information about how our supporters can make a gift and amend a regular commitment, and about how their donation is used.
- Respect the rights, dignities and privacy of our supporters and service users.
- Ensure to never pressure our supporters in making a gift, and accept when they decide not to donate or to cease giving.
- Accept that if a supporter tells us that they do not want us to contact them again or in a particular way, we will not do so.
- Make sure not to share our supporters' personal details without their permission and treat all communications as confidential.

Occasionally a supporter of Tapping House may feel that we have failed to meet the Supporter Standards set out above and will contact us to place a complaint. We will recognise when we have got something wrong and treat complaints as an opportunity to help us improve. As such, all complaints will be handled appropriately as per the SOP for Managing Complaints in our Complaints Policy.

*Christmas is a particularly busy time for us in terms of fundraising activity, and so during December and early January it may take a little longer than usual to acknowledge the public's generous support. We ask that our supporters please bear with us at this time.

2. Objectives

To enable the Fundraising, Marketing Retail & Finance teams to uphold excellence in supporter care and to respond and recognise donors in line with our standards.

3. Roles and Responsibilities (If Applicable)

All Fundraising, Marketing Retail & Finance Staff	Where possible all Fundraising, Marketing Retail & Finance staff will treat supporters in a courteous manner and will adhere to the Supporter Standards in section 1.
Admin and Supporter Care Assistant, Fundraising	The Admin & Supporter Care Assistant, will act as complaints co-ordinator, in line with the SOP for Managing Complaints.

4. Compliance with Statutory Requirements

This policy ensures that Tapping House complies with the requirements of the Fundraising Regulator.

5. Training and Competency

All Fundraising, Marketing Retail & Finance staff will read and discuss this policy as part of their induction on appointment.

6. Equality & Diversity Statement

Tapping House will ensure that the contents of this document are applied in a fair and reasonable manner that does not discriminate on the grounds of any protected characteristic as defined by the Equality Act 2010.

Appendix I Equality Impact Assessment				
Name of Document		Supporter Standards Policy		
Date of assessment March 2025		Date or review March 2028		
Which area: Care/Finance/Retail	Care		Senior Leadership Committee Approval	
	Positive Impact	Negative impact	No Impact	Comment
Does the document affect one protected characteristic less or more favourably than another on the basis of:				
Race			x	
Gender including transgender			x	
Religion or belief			x	
Sexual orientation, to include heterosexual, lesbian, gay and bisexual people			x	
Age			x	
Marriage and Civil Partnership			x	
Pregnancy and Maternity			x	
Disability including learning disabilities, physical disabilities, sensory impairment and mental health issue's			x	
Does this document affect an individual's human rights? See list in EQA Guideline document				
Name which Human Right				
If there is potential discrimination, are the exceptions valid, legal and/or justified? If yes, what is the action e.g.? - Adjust the policy to remove disadvantage identified or better promote equality - Continue the policy to demonstrate that such a disadvantage or advantage can be justified or is valid If neither of the above possible, submit to SLT for review				
Name of assessor	S Loveday	Date	March 2025	