

FAQ Telephone Fundraising

Q: I received a telephone call from Rainbows – was this genuine?

A: Yes, throughout August we're telephoning a small group of our supporters to thank them for their support during such challenging and difficult times. If appropriate we're asking if they would consider re-activating their donations or converting to a regular donation. We've employed an external fundraising agency to carry out this work on our behalf. Supporters who've kindly agreed will receive a formal letter, within a few days of the call, confirming the details.

Q: Why do we do telephone fundraising? And why do we use an agency?

A: Contacting people by telephone can be an effective way to raise awareness and understanding of Rainbows Hospice for Children and Young People, which hopefully inspires and motivates people to donate.

Ethicall is a specialist agency who has the professional skills required to make telephone fundraising deliver solid returns for charities, on average they give £2 back for every £1 invested. Rainbows doesn't have systems or volunteers in place to undertake this work on the scale required to deliver these results.

By outsourcing to Ethicall, we'll save money and resources because Ethicall provides the skilled, trained fundraisers and the call centre equipment needed, thus offering economies of scale that cannot be achieved in-house.

Q: What is Ethicall and what does it do for Rainbows?

A: Ethicall specialises in ethical telephone fundraising, just for charities. They have inspiring conversations with supporters that aim to help them feel more connected and loyal to Rainbows and our work, that increase awareness and understanding of the cause, and which hopefully encourages them to donate money.

Q: Do Ethicall work on commission and what kind of return do they generate for us?

A: Ethicall receives a flat rate per-contact and doesn't operate on a commission basis or cost per recruit. Operating in this way removes any incentive to put pressure on donors.

All of the money raised goes to the Rainbows. On average, for every £1 we invest in telephone fundraising via Ethicall, we should receive £2 in return.

Q: Is Ethicall fully compliant with all legal requirements?

A: Ethicall is fully compliant with all legal requirements. It has appropriate registration with the Information Commissioner's Office; it's Telephone Preference Service (TPS) -assured meaning that its best practice in relation to TPS has been reviewed and approved by TPS; data suppliers are vetted to make sure they follow DMA / TPS guidelines; and data is screened in accordance with fundraising rules

Q: How do you choose who to call?

A: The people we call are people who already have some form of relationship with Rainbows, usually having donated or played the Rainbows Lottery previously.

Q: As the new General Data Protection Regulation (GDPR) is now in force, why are you contacting me?

A: Your privacy is incredibly important to us and we're only contacting supporters who've supported us before and are happy to receive phone calls. We use this as a legitimate interest to contact you this way.

Whenever we collect personal data from you, we always give you options for how you'd like us to contact you, so it is your choice to decide how and when we contact you. We're happy to change these at any time.

Q: Why are you giving my personal details to an external agency?

A: We promise to keep your data safe and secure and Rainbows and its charitable and trading subsidiaries will never sell your data. However, we may use the personal information held about you to inform our third-party suppliers. If they were not able to process the personal data we supply, we'd not be able to contact our supporters to ask them to support us, engage with us, fulfil their requests for goods or information, or tell them about the work we do.

All campaign data will be deleted by Ethicall by six months at the most after the campaign has finished (and usually by three months).

You can find full details of our privacy policy on our website:

If you have any questions or concerns about how we handle your personal data you can contact Rainbows by either writing to The Data Protection Officer at Rainbows Hospice, or emailing <mailto:administration@rainbows.co.uk>