

PFRA Media Support

Media coverage can shape how the public, councils and decision-makers view your fundraising program. The Public Fundraising Regulatory Association (PFRA) supports agencies with expert media guidance to help ensure face-to-face fundraising is represented accurately and professionally, protecting your reputation and that of your charity clients while ensuring fundraisers know how to respond to journalists and stay aware of relevant media alerts before going on the field.

Media Monitoring

The PFRA monitors media coverage relating to face-to-face fundraising and the broader fundraising sector. When relevant articles or commentary appear, your agency is alerted so you can stay informed about emerging issues, understand public sentiment and brief fundraisers before they go on the field. This proactive monitoring gives your team early visibility of potential risks, helping you protect your agency's reputation and that of your charity clients, while ensuring fundraisers are prepared and confident if media attention arises.

Responding to Media Enquiries

The PFRA provides guidance and support when media enquiries arise, providing practical guidance to ensure responses are accurate, consistent and aligned with sector standards. This support helps you stay across emerging issues, gives clarity around how enquiries connected to your programs are being managed and helps maintain confidence in the messaging shared across your campaigns.

We provide clear guidance for your fundraisers on how to handle approaches from journalists in the field, helping ensure any encounters are managed confidently, consistently and in a way that protects both your agency's reputation and that of your charity clients.

Media Engagement

The PFRA engages directly with media to promote accurate and informed coverage of face-to-face fundraising and strengthen the sector's public profile. This may include, where appropriate, providing official responses to journalist enquiries, offering background information about sector practice, addressing inaccurate or inappropriate stories, and promoting positive stories that highlight the impact of face-to-face fundraising in supporting Australian charities.

PFRA Member Benefits

- Timely alerts on media coverage affecting your fundraising
- Clear guidance for fundraisers when approached by media
- Support responding to media issues to protect your and your clients' reputation
- Sector-wide representation in media discussions

Through this work, the PFRA helps your organisation navigate media attention and supports a balanced and informed public conversation about face-to-face fundraising.