

PFRA Sales Assured Register

One of the most valuable benefits of membership with the Public Fundraising Regulatory Association (PFRA) is exclusive access to the Sales Assured Fundraiser Register, a sector-wide accountability system designed to prevent individuals with serious or gross misconduct from working across PFRA member campaigns.

Your clients trust you to protect their brand, and the Register gives your agency the assurance and oversight needed to recruit responsibly and maintain that trust.

As a PFRA member agency, you:

- Ensure all your fundraisers are registered on the Sales Assured Register
- Strengthen recruitment by checking fundraisers against a sector-wide accountability system
- Demonstrate to clients that your teams meet PFRA Standards and compliance expectations
- Protect your agency by ensuring individuals with serious misconduct cannot join your campaigns

Where a fundraiser engages in serious or gross misconduct, including fraud or deliberate misrepresentation, they can be deregistered for a period of five years.

The Sales Assured Register creates an additional layer of sector-wide protection. It helps ensure that individuals with serious compliance breaches can't move between agencies undetected, protecting your clients, your teams and your reputation.

Agencies that are not PFRA members do not have access to the Register. This means they may unknowingly engage fundraisers who have previously been removed from campaigns for serious or gross misconduct, exposing themselves and their clients to unnecessary risk.

Without access to the Sales Assured Register, agencies have limited visibility of a fundraiser's compliance history across campaigns.

PFRA membership ensures you're part of a shared accountability system helping prevent individuals who have committed serious or gross misconduct from simply moving between campaigns unnoticed.

PFRA Member Benefits

- Safer recruitment and stronger oversight of fundraisers
- Increased accountability across the sector
- Greater confidence for your clients
- Protection for your agency's brand and reputation
- Clear demonstration of your commitment to responsible fundraising

By joining PFRA, your organisation becomes part of a transparent, accountable system designed to strengthen public trust in face-to-face fundraising