

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 protect charities from individuals who have engaged in serious or gross misconduct.

The Register gives you the visibility and protection you need to safeguard your reputation and ensure your agency partners uphold the highest standards.

As a PFRA member charity, you:

- Ensure all your fundraisers are registered on the Sales Assured Register
- Gain visibility over who is representing your brand in the field
- Receive assurance that fundraisers meet PFRA Standards and compliance expectations
- Can confirm that individuals removed for serious misconduct are not placed on your campaign

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, giving your organisation greater oversight and protecting your brand, donors and beneficiaries.

Charities that are not PFRA members do not have access to the Register. This means they may unknowingly have fundraisers on their campaigns who have previously been involved in serious or gross misconduct, exposing themselves to unnecessary risk.

Without access to the Sales Assured Register, charities 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

- Greater protection for your brand and reputation
- Stronger oversight of face-to-face fundraisers
- Increased accountability across agencies
- Confidence for boards and executives
- Demonstrable commitment to best practice fundraising

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