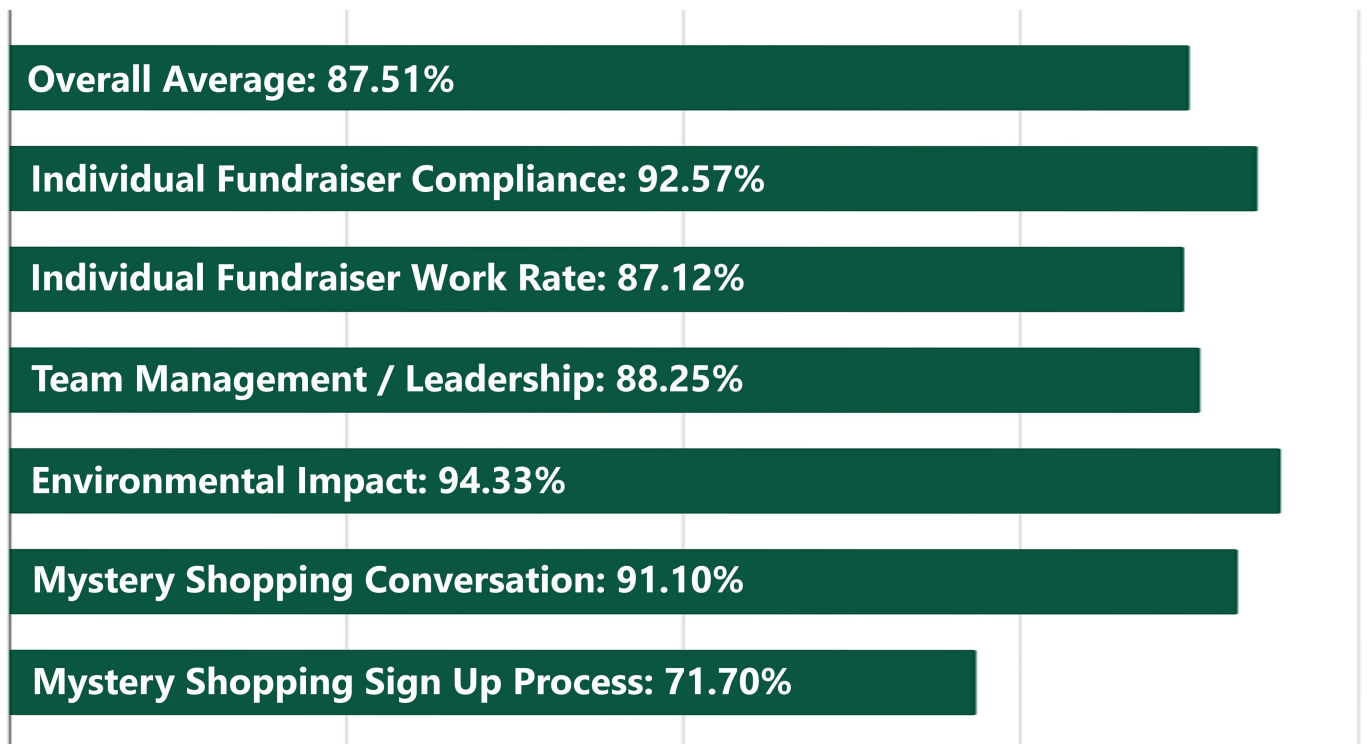


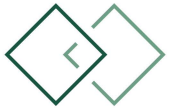
GREEN LIGHT SITES

2024 Auditing Industry Report



The data shared in this report was gathered by our UK-wide network of professional auditors, observing teams for 3 hours at a time from in-house and agency fundraising operations. This data has been collated and presented here to provide insight and industry benchmarking to support the continued growth and development of face to face both in the UK and in international markets.

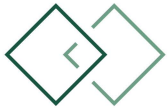
If you would like to find out more about our auditing services and how this might benefit your own F2F activity, or to enquire about additional reports, please contact Sam Hollyman on sam@greenlightsites.co.uk / 07572 450 397.



2024 Auditing Industry Report

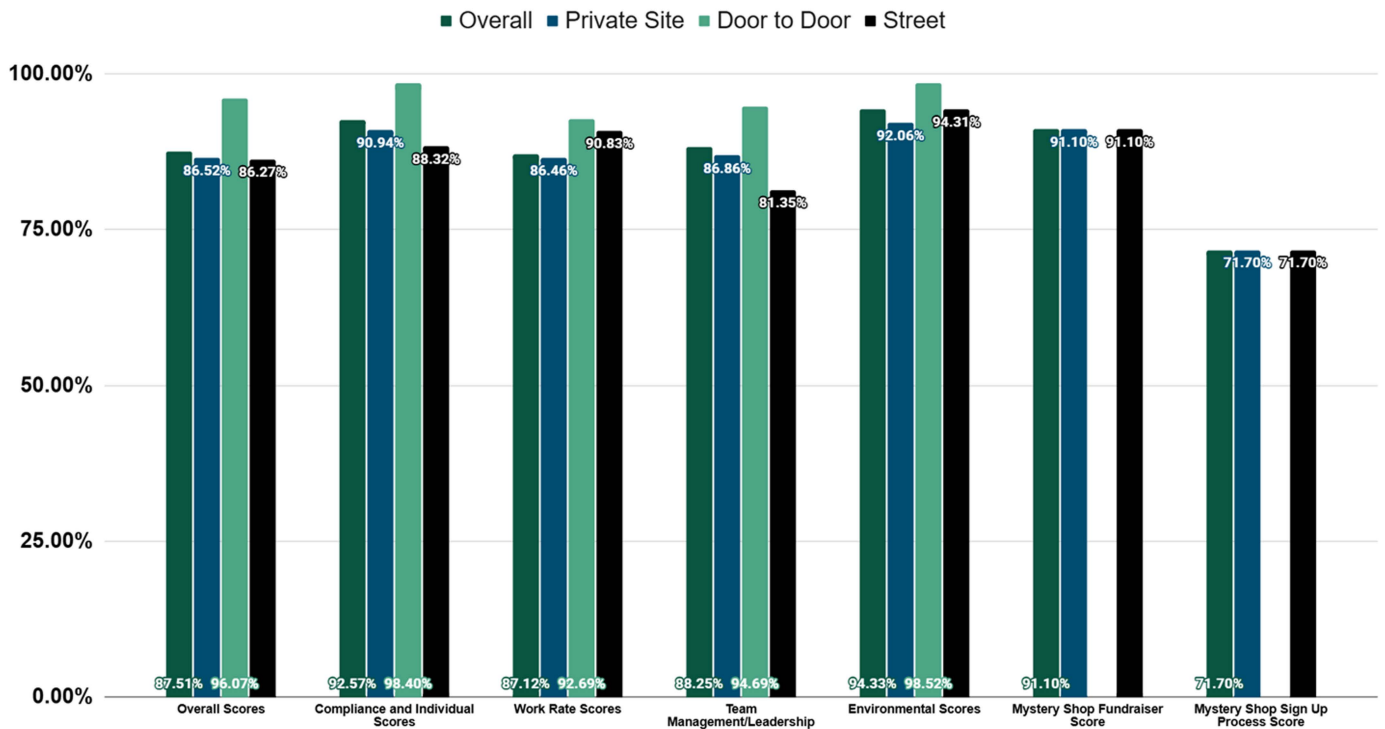
Contents

Overall Scores	3
Individual Fundraiser Compliance	7
Work Rate	9
Team Management & Leadership	10
Environmental Impact	12
Mystery Shop	14
Data & Additional Information	17



Overall Scores

Split by Stream





Overall Scores

Industry Observations

Overall we submitted 1406 audit reports, and each report relates to 3 hours of fundraising meaning the data presented in this report relates to approximately 4218 hours of fundraising.

Comparing the overall scores between channels, we can see that Door to Door (96.07%) scored around 10% higher than other channels, with Street (86.27%) and Private Site (86.52%) both scoring within 0.3% of each other. This pattern is repeated across all categories overall, with Door to Door scoring highest in all categories, and Street scoring lowest in the majority of the categories.

The highest scoring category overall was Environmental Scores (94.33%). This positively reflects the environmental consciousness of the sector. To further this point, within the Environmental Scores category we also see the highest individual score within Door to Door and across the board (98.52%). It is interesting to note that this is a category which has improved year on year overall, showing that awareness is likely rising as the audits provided bring the matter into the spotlight.

The second highest scoring category was Compliance and Individual Scores (92.57%), with the Door to Door score (98.40%) being the second highest individual score across the board. This is another very positive reflection of face to face fundraising, and how seriously we all take compliance, governance and training.



Overall Scores

Industry Observations (cont.)

The Mystery Shop Fundraiser Score (91.10%) refers to the part of a Mystery Shop interaction that precedes the sign up process (from approach to agreeing to donate). This suggests that across the industry, fundraisers are well equipped to communicate the work of their charities passionately, compliantly, and impactfully. This statistic further reflects the investment in consistently improving standards by our clients.

It is important to highlight that the data pool for Street is significantly smaller than Private Site or Door to Door when interpreting the statistics throughout this report. That being said, the trends showing between the channels have been consistently presented in Green Light Sites End of Year Reports since 2020.

It is worth noting the lack of "red" scores (below 75%), and the vast majority of individual scores being green (above 85%). This is the highest scoring year overall that we have seen since 2020 when we started recording this industry data. In fact, every single category has improved overall with the only exception being the Mystery Shop Fundraiser Score, which only dropped by 0.25%. It's fantastic to see that there is a clear positive trajectory for compliance and performance in the face-to-face industry, and we proudly consider ourselves to be playing a significant role in this pattern. There is a strong positive correlation between the number of Green Light Sites audits carried out and performance. This indicates that knowledge of risks and successes, demonstrated through Green Light Sites audits, drives improvement everyday.



Overall Scores

Key Statistics

Highest Scoring Channel Overall
Door to Door: 96.07%

Lowest Scoring Channel Overall
Street: 86.27%

Highest Scoring Category Overall
Environmental Score: 94.33%

Lowest Scoring Category Overall
Mystery Shop Sign Up Process Score: 71.70%

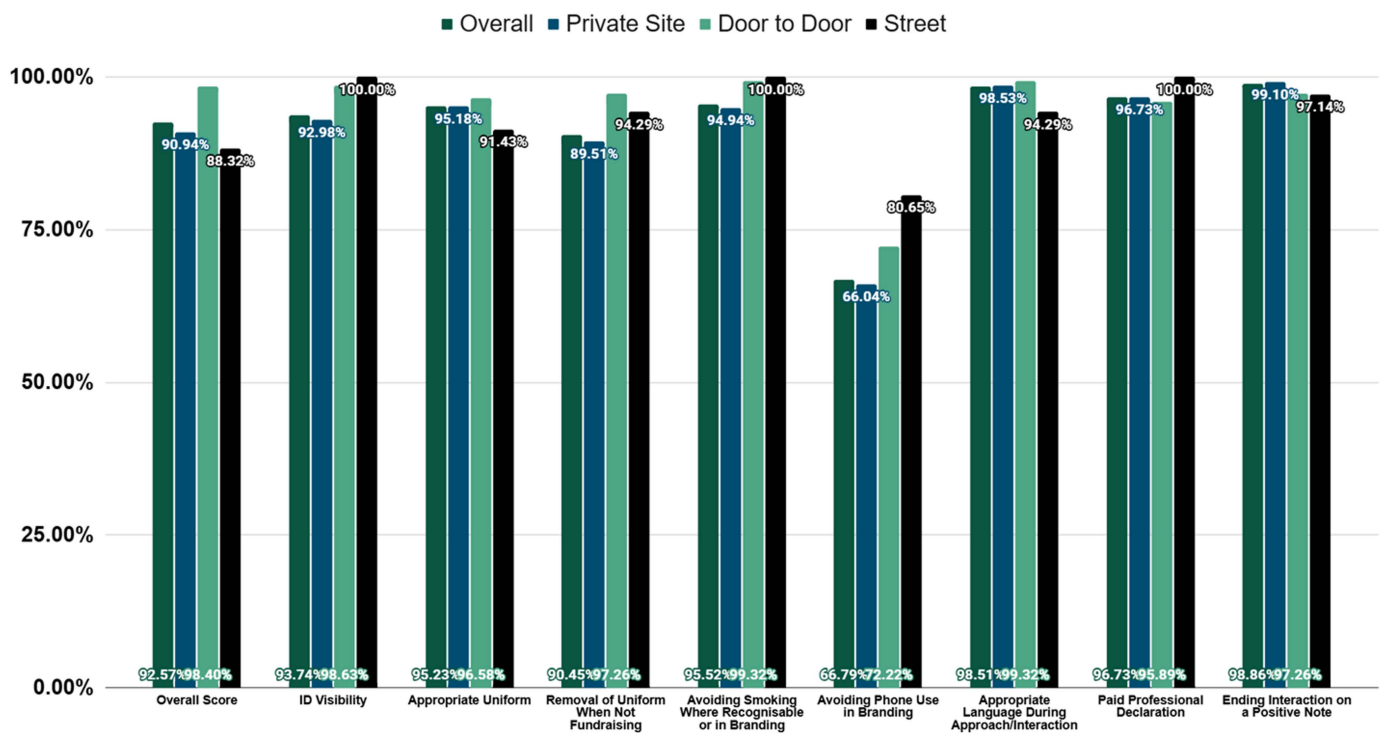
Highest Individual Score
Door to Door, Environmental Score: 98.52%

Lowest Individual Score
Mystery Shop Sign Up Process Score: 71.70%



Individual Fundraiser Compliance

Split by Stream





Individual Fundraiser Compliance

Key Statistics

Highest Scoring Channel Overall

Door to Door: 98.40%

Lowest Scoring Channel Overall

Street: 88.32%

Highest Scoring Indicator Overall

Ending Interaction on a Positive Note: 98.86%

Lowest Scoring Indicator Overall

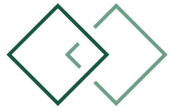
Avoiding Phone Use in Branding: 66.79%

Highest Individual Score

Street, ID Visibility / No Visible Smoking / Paid Professional Declaration: 100%

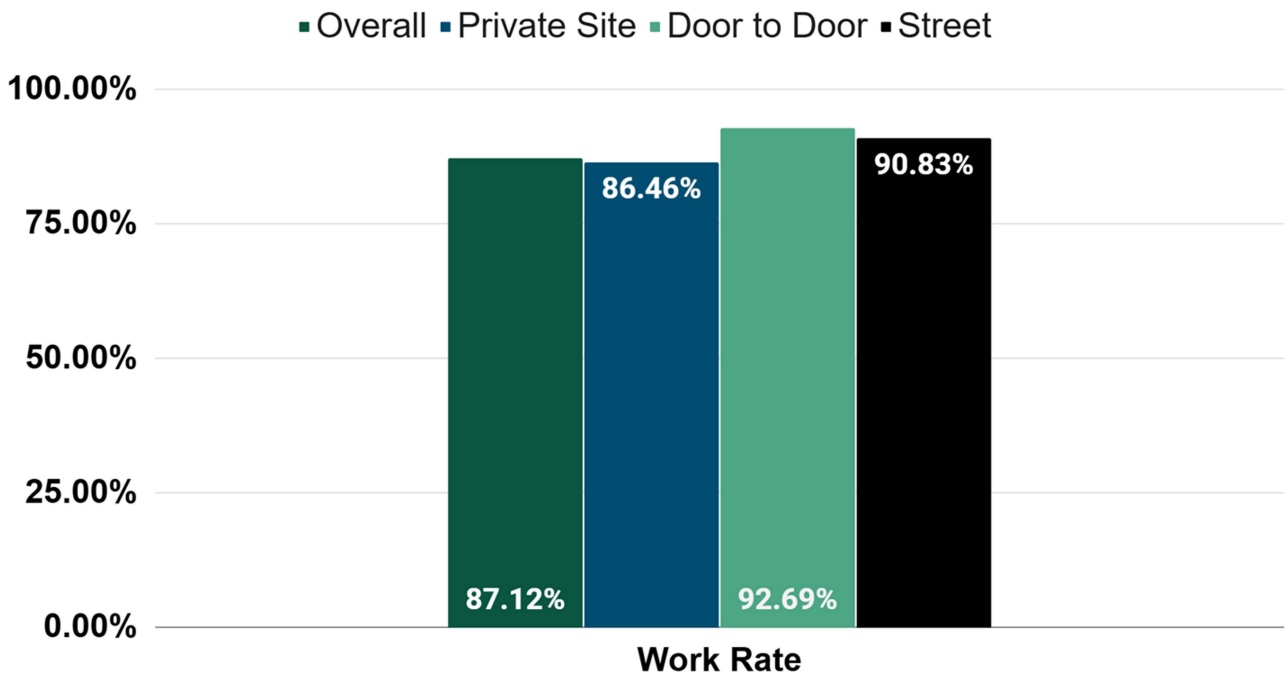
Lowest Individual Score

Private Site, Avoiding Phone Use in Branding: 66.04%



Work Rate

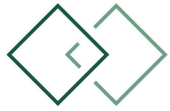
Split by Stream



Key Statistics

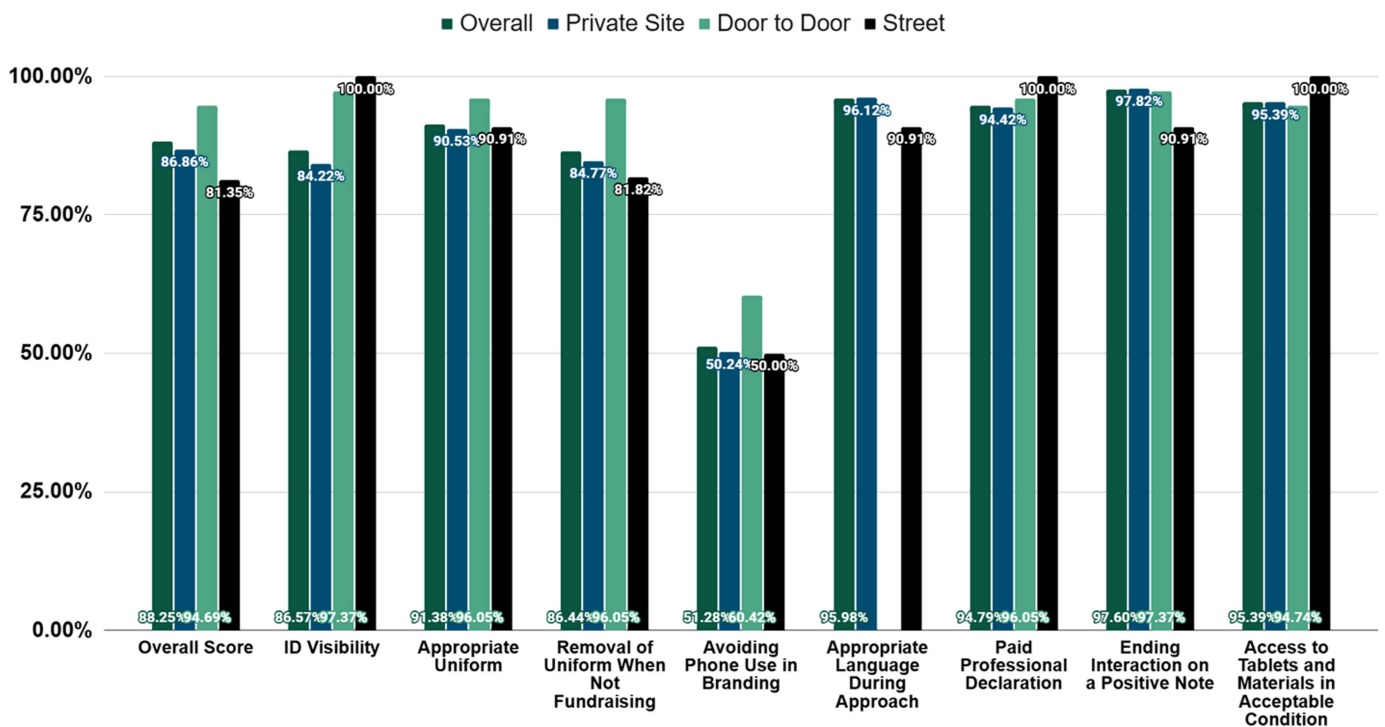
Highest Scoring Channel Overall
Door to Door: 92.69%

Lowest Scoring Channel Overall
Private Site: 86.46%



Team Management & Leadership

Split by Stream





Team Management & Leadership

Key Statistics

Highest Scoring Channel Overall

Door to Door: 94.69%

Lowest Scoring Channel Overall

Street: 81.35%

Highest Scoring Indicator Overall

Ending Interaction on a Positive Note: 97.60%

Lowest Scoring Indicator Overall

Avoiding Phone Use in Branding: 51.28%

Highest Individual Score

Street, ID Visibility / Paid Professional Declaration / Access to Materials: 100%

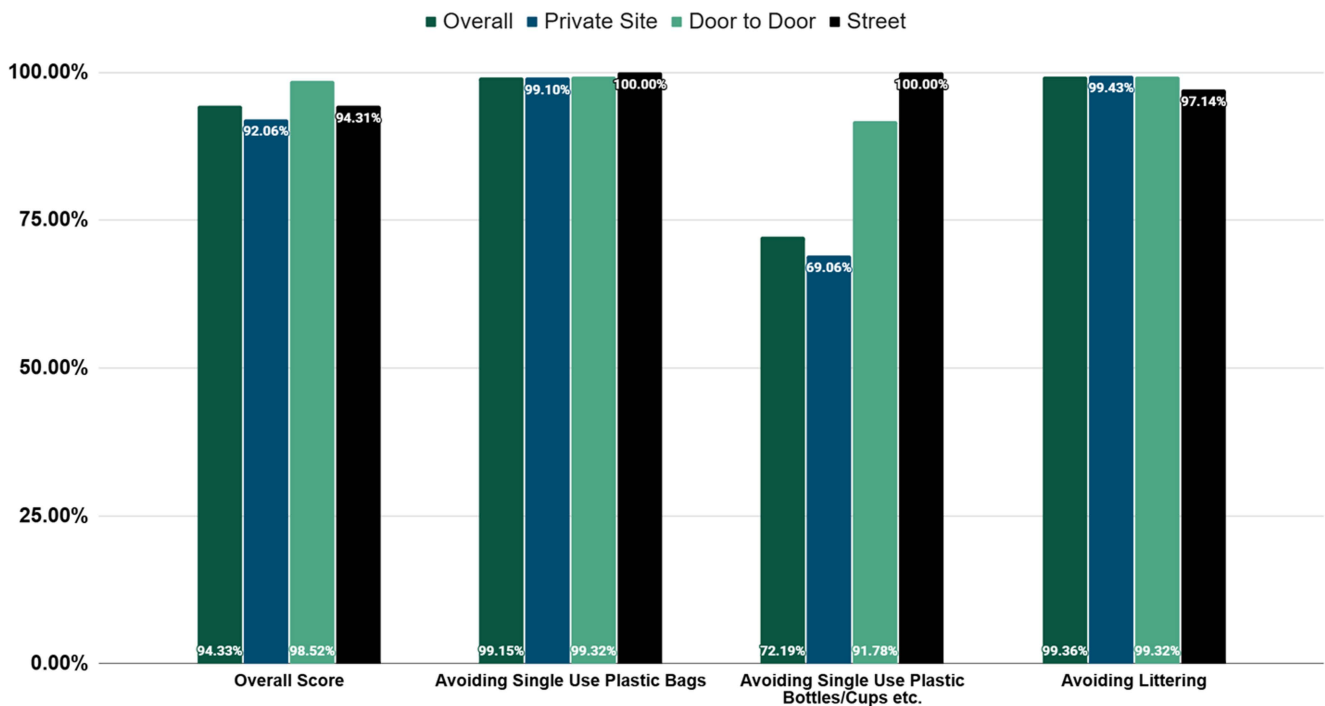
Lowest Individual Score

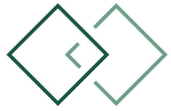
Street, Avoiding Phone Use in Branding: 50.00%



Environmental Impact

Split by Stream





Environmental Impact

Key Statistics

Highest Scoring Channel Overall

Door to Door: 98.52%

Lowest Scoring Channel Overall

Private Site: 92.06%

Highest Scoring Indicator Overall

Avoiding Littering: 99.36%

Lowest Scoring Indicator Overall

Avoiding Single Use Plastic Bottles/Cups etc.: 72.19%

Highest Individual Score

Street, Avoiding Single Use Plastic Bags/Bottles/Cups etc.: 100%

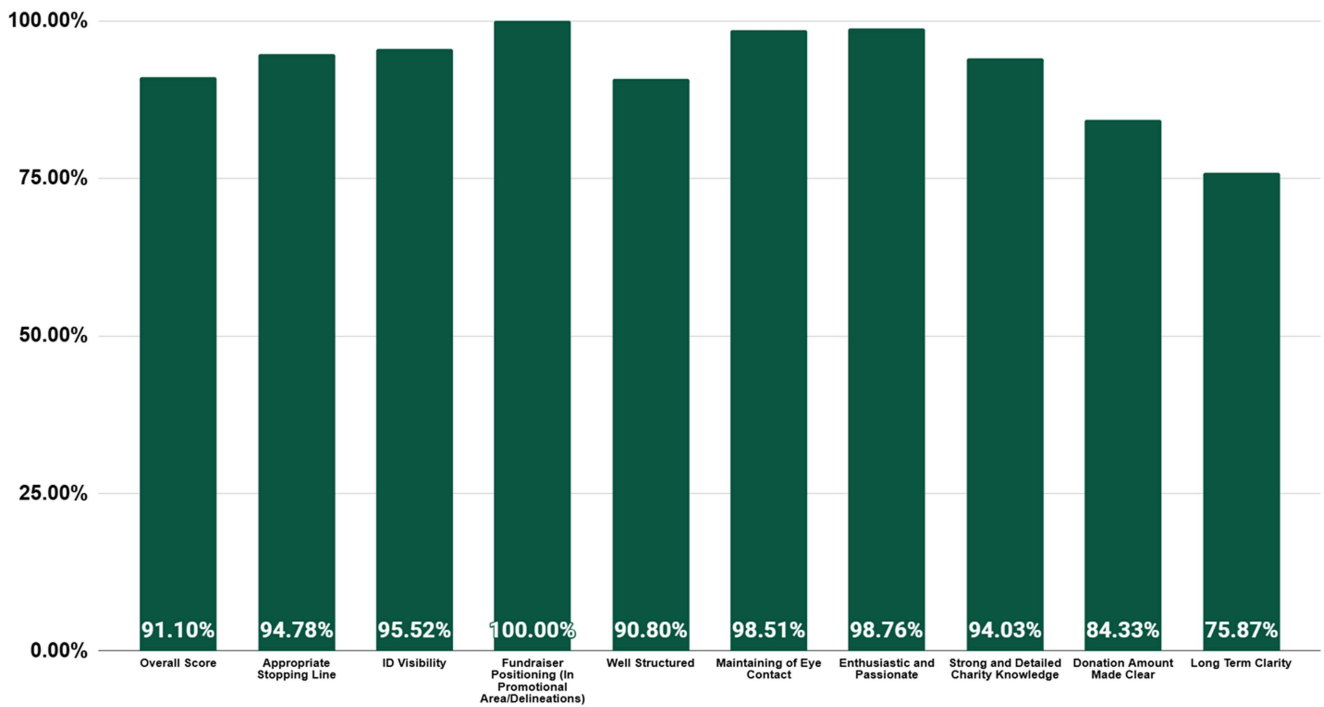
Lowest Individual Score

Private Site, Avoiding Single Use Plastic Bottles/Cups etc.: 69.06%



Mystery Shop

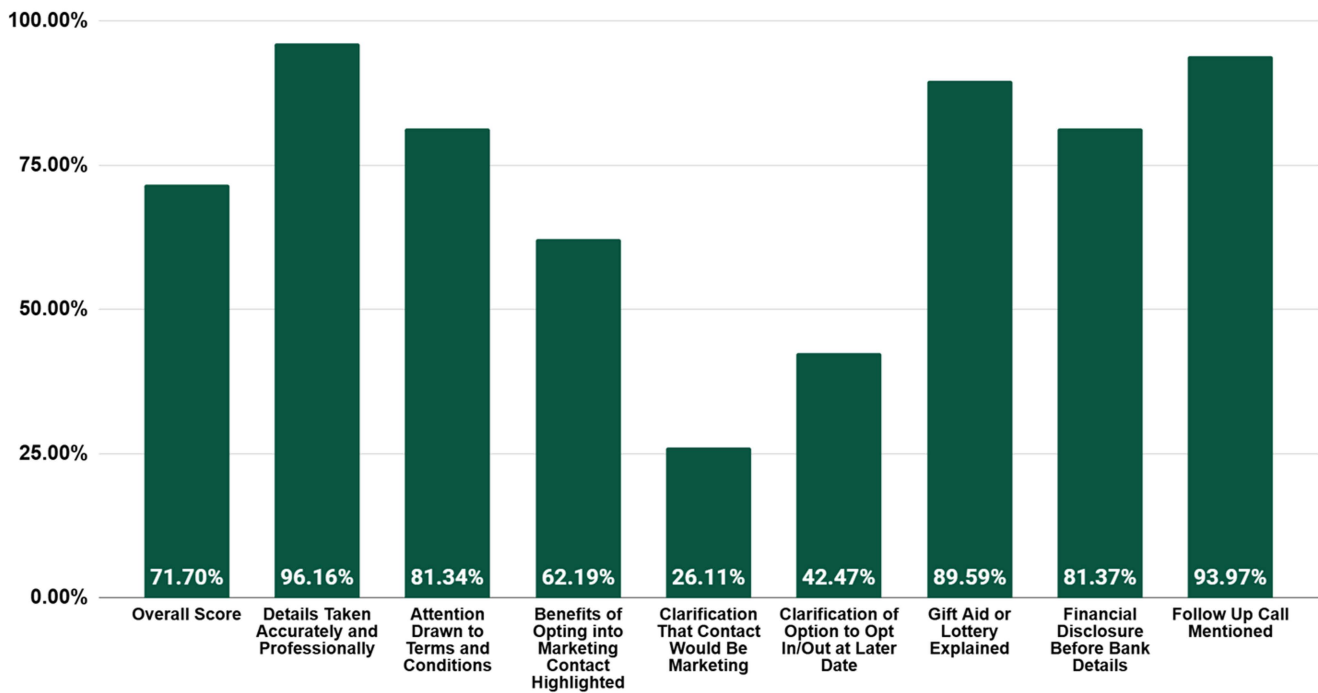
Fundraiser Scores





Mystery Shop

Sign Up Process





Mystery Shop

Key Statistics: Fundraiser

Highest Score – Fundraiser Positioning (in Promotional Area/Delineation): 100%

Second Highest Score – Enthusiastic and Passionate: 98.76%

Third Highest Score – Maintaining Eye Contact: 98.51%

Third Lowest Score – Well Structured: 90.80%

Second Lowest Score – Donation Amount Made Clear: 84.33%

Lowest Score – Long Term Clarity: 75.87%

Key Statistics: Sign Up Process

Highest Score – Details Taken Accurately and Professionally: 96.16%

Second Highest Score – Follow Up Call Mentioned: 93.93%

Third Highest Score – Gift Aid or Lottery Explained: 89.59%

Third Lowest Score – Benefits of Opting into Marketing Contact: 62.19%

Second Lowest Score – Clarification of Option to Opt In/Out at Later Date: 42.47%

Lowest Score – Clarification That Contact Would Be Marketing: 26.11%



Data & Additional Information

Background

- * This report looks at face-to-face fundraising compliance and practices in 2024
- * The individual indicators within each category/score have been selected because these, or similar, are used across all our clients which allows for comparison and analysis across the industry. The overall scores for each section draw from each client's individual Databases and Dashboards, meaning they also take into account all client specific indicators including those that cannot be seen in the graphs (above) and tables (below).
- * Client related data will only be viewable by the clients themselves. They are free to share with whomever they wish; however Green Light Sites will not share any identifiable data without explicit permission from the client. We will only release data as anonymised industry wide scores.



Data & Additional Information

Tables & Data

The section/category being analysed

All scores this side of the table refers to the combined anonymised data across the industry.

The data is split to show overall scores across all channels, as well as scores for each individual channel.

All scores this side of the table refers to your organisation (not shown in the industry wide report).

Section/Category	Industry				Your Organisation			
	Overall	Street	Door	Private Site	Overall	Street	Door	Private Site
Overall								
Indicator 1								
Indicator 2								
Indicator 3								
Indicator 4								
Indicator 5								
Indicator 6								
Total Number of Submission								

This row refers to the overall score for the section/category including the questions/indicators not included below.

These are the indicators/questions taken from the audits that are shared across all our clients to allow for comparison.

This row shows how many form submissions generated the scores.

The scores are colour coded:
Green > 85%+
Orange = 75%-85%
Red < 75%



Data & Additional Information

Tables & Data

Overall Scores	Across the Industry			
	Overall	Street	Door	Private Site
Overall Scores	87.51%	86.27%	96.07%	86.52%
Compliance and Individual Scores	92.57%	88.32%	98.40%	90.94%
Work Rate Scores	87.12%	90.83%	92.69%	86.46%
Team Management/Leadership	88.25%	81.35%	94.69%	86.86%
Environmental Scores	94.33%	94.31%	98.52%	92.06%
Mystery Shop Fundraiser Score	91.10%	91.10%	N/A	91.10%
Mystery Shop Sign Up Process Score	71.70%	71.70%	N/A	71.70%

Compliance and Individual Scores	Across the Industry			
	Overall	Street	Door	Private Site
Overall Score	92.57%	88.32%	98.40%	90.94%
ID Visibility	93.74%	100.00%	98.63%	92.98%
Appropriate Uniform	95.23%	91.43%	96.58%	95.18%
Removal of Uniform When Not Fundraising	90.45%	94.29%	97.26%	89.51%
Avoiding Smoking Where Recognisable or in Branding	95.52%	100.00%	99.32%	94.94%
Avoiding Phone Use in Branding	66.79%	80.65%	72.22%	66.04%
Appropriate Language During Approach/Interaction	98.51%	94.29%	99.32%	98.53%
Paid Professional Declaration	96.73%	100.00%	95.89%	96.73%
Ending Interaction on a Positive Note	98.86%	97.14%	97.26%	99.10%
Total Number Audit Submissions	1406	35	146	1225

Work Rate Scores	Across the Industry			
	Overall	Street	Door	Private Site
Work Rate	87.12%	90.83%	92.69%	86.46%
Total Number Audit Submissions	1406	35	146	1225

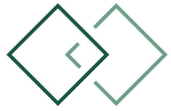


Data & Additional Information

Tables & Data

Team Management/Leadership	Across the Industry			
	Overall	Street	Door	Private Site
Overall Score	88.25%	81.35%	94.69%	86.86%
ID Visibility	86.57%	100.00%	97.37%	84.22%
Appropriate Uniform	91.38%	90.91%	96.05%	90.53%
Removal of Uniform When Not Fundraising	86.44%	81.82%	96.05%	84.77%
Avoiding Phone Use in Branding	51.28%	50.00%	60.42%	50.24%
Appropriate Language During Approach	95.98%	90.91%	N/A	96.12%
Paid Professional Declaration	94.79%	100.00%	96.05%	94.42%
Ending Interaction on a Positive Note	97.60%	90.91%	97.37%	97.82%
Access to Tablets and Materials in Acceptable Condition	95.39%	100.00%	94.74%	95.39%
Total Number Audit Submissions	499	11	76	412

Environmental Scores	Across the Industry			
	Overall	Street	Door	Private Site
Overall Score	94.33%	94.31%	98.52%	92.06%
Avoiding Single Use Plastic Bags	99.15%	100.00%	99.32%	99.10%
Avoiding Single Use Plastic Bottles/Cups etc.	72.19%	100.00%	91.78%	69.06%
Avoiding Littering	99.36%	97.14%	99.32%	99.43%
Total Number Audit Submissions	1406	35	146	1225



Data & Additional Information

Tables & Data

Mystery Shop Fundraiser Score	Across the Industry
Overall Score	91.10%
Appropriate Stopping Line	94.78%
ID Visibility	95.52%
Fundraiser Positioning (In Promotional Area/Delineations)	100.00%
Well Structured	90.80%
Maintaining of Eye Contact	98.51%
Enthusiastic and Passionate	98.76%
Strong and Detailed Charity Knowledge	94.03%
Donation Amount Made Clear	84.33%
Long Term Clarity	75.87%
Total Number Audit Submissions	402

Mystery Shop Sign Up Process Score	Across the Industry
Overall Score	71.70%
Details Taken Accurately and Professionally	96.16%
Attention Drawn to Terms and Conditions	81.34%
Benefits of Opting into Marketing Contact Highlighted	62.19%
Clarification That Contact Would Be Marketing	26.11%
Clarification of Option to Opt In/Out at Later Date	42.47%
Gift Aid or Lottery Explained	89.59%
Financial Disclosure Before Bank Details	81.37%
Follow Up Call Mentioned	93.97%
Total Number Audit Submissions	365