



FundRaising
Standards Board

Top 10 Tips

for Better
Complaints
Handling

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FundRaising
Standards Board

The Fundraising Standards Board promotes best practice in fundraising and supporter care.

We currently have over 1,000 members who are committed to handling complaints effectively & efficiently as a key tool to improving their fundraising practice.

To find out more and to see our other top tips for complaints handling visit **www.frsb.org.uk**

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Leaders in supporter care and response management
www.reynoldsbusbylee.com

Top 10 Tips

- 1 Convey thanks.**

- 2 Obtain all the facts.**

- 3 Make it easy.**

- 4 Put yourself in their shoes.**

- 5 Learn from every complaint.**

- 6 Authorise & empower your staff.**

- 7 Ignore at your peril.**

- 8 No two complaints are the same.**

- 9 Train your staff.**

- 10 Say sorry – always apologise.**

COMPLAINTS

A complaint is ‘an expression of dissatisfaction whether justified or not’ (BS8600).

For every complaint you receive, the complainant will have told 20 other people.

It costs at least 5 times as much to gain a new customer as keeping an existing one.

Keeping your supporters happy is a top priority.

1

Convey thanks

The supporter has given up their time to let you know they have a problem. Listen, make it clear you take their complaint seriously and that you want to improve.

2

Obtain all the facts

Encourage the supporter to give you all the information so you fully understand the situation. Make sure you understand what the supporter expects to happen and be clear about what you will deliver.

3

Make it easy

Make it easy for supporters to make a complaint and make sure they can use all communication channels – phone, email, online, in writing, text. Make sure your organisation can handle all channels efficiently and appropriately.

4

Put yourself in their shoes

Be sympathetic and courteous to the supporter and keep calm. Think about how you'd like to be treated and remember you are the face of the charity.

5

Learn from every complaint

Do something! Fix the process, train staff in the issue, eliminate the fault. It's a powerful way of helping to improve your organisation, enhancing your reputation and increasing trust.

6

Authorise and empower your staff

Empower your staff to use a range of measures to resolve complaints. Explore the full range of options available such as a simple apology, revising materials and procedures or training staff.

7

Ignore at your peril

Make sure anyone that makes a complaint, however they do it, gets a rapid and appropriate response. Everyone hates being ignored – always respond.

8

No two complaints are the same

Don't take a one-size fits all approach. Every complaint will, in some way, be different. Ensure your response is appropriate to the circumstances.

9

Train your staff

Make sure staff that are in contact with supporters are trained to respond to complaints with confidence. Ensure that they know how to escalate difficult complaints if immediate resolution is not possible.

10

Say sorry – always apologise

This is NOT an admission of guilt, it's just good manners. In many cases a prompt explanation and an apology will be sufficient and will prevent the complaint escalating.

Contact



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w: www.givewithconfidence.org.uk

71% of the public would trust a charity more if it was a member of the FRSB scheme.

To find out more call 0845 402 5442 or go online at www.frsb.org.uk

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ReynoldsBusbyLee provides help for charities on a range of activities from response handling to outbound campaigns and supporter care. In addition we offer compliance reviews through our Supporter Journey Audits.

For more information call Elaine Lee on 0207 793 2272 or go online to www.reynoldsbusbylee.com



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