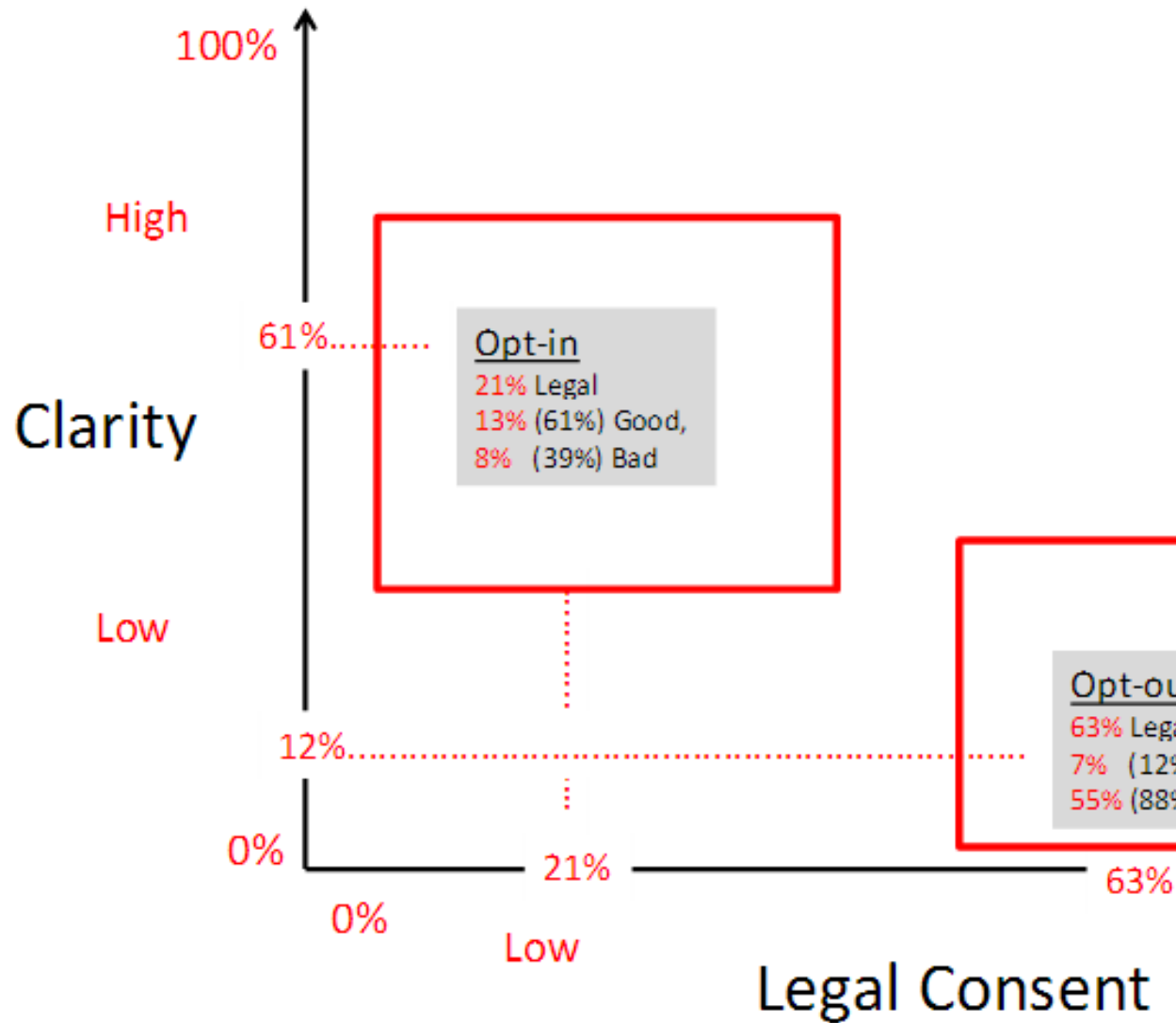




# Clarity vs. Legal Consent



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NCVO stated that “

....examples are illustrative only, and should not be used as templates – it is for each charity to communicate in a way that reflects its values and its relationship with its donors”.

**NCVO Example statement**

*It is vital that we can communicate with our supporters. We would like to keep you up to date about the work we are doing, to tell you about the amazing difference you have made and how your financial support can help more. We will only do this if you tell us that you are happy for us to contact you for this purpose, by completing your contact details below. You do not have to provide this information and can remove or change any of these preferences at any time.*

**MY CONTACT PREFERENCES**

You can send post to me using this address: .....

You can send emails to me using this address: .....

You can call me using one or more of these phone number(s):

- Home
- Mobile
- Work

You can use the following mobile phone number to send me texts:.....

If you ever change your mind about these choices or have any concerns about any communication from us, please call our Supporter Services team on xxx or email us at fundraising@.org.uk or write to freepost address.

**HOW YOUR INFORMATION WILL BE USED**

We respect your right of privacy and to have your data kept as secure as possible. From time to time we will also like to use your data for profiling, targeting and research purposes so that our communications to you are appropriate and cost effective as possible. We only allow authorised agents who work on our behalf to access your personal data and will never exchange your details or sell or rent your data to any other commercial or charitable organisation. For more information about how we use your information please see our privacy policy.

Choice provided.

Ask individuals to write contact details – rather than tick box

Technical uninspiring language “authorised agents”, “profiling”

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Performance benchmark: Index vs other opt-in statements

Index vs ALL statements

Consent	
56	Post
71	Email
54	Phone (Home)
47	Phone (Mobile)
19	Phone (Work)
63	Text

Design and Layout	
65	Jargon Free
66	Good layout
70	Engaging
71	Trustworthy
71	I understand

Key	
Well below average	Red
Slightly below average	Orange
Average	Yellow
Slightly above average	Light Green
Well above average	Green

Wants and Needs	
68	Exclusive Extras
74	Appreciated
74	Interesting
75	Rewarding
90	Informative

Fears and Hygiene	
72	Data not shared
72	Data secure
73	No over con
77	I'm in charge
90	Flexibility a

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