



FundRaising  
Standards Board

## Complaints Procedure for RNLI Supporters (Fundraising only)

### Our Pledge to our Supporters

We always aim to provide the highest level of customer service to all of our supporters. If you are not satisfied with the level of service provided we have a complaints procedure and welcome all feedback. You may, however, also want to give positive comments on the service you have received. These are just as important as they tell us what we are doing right.

### The RNLI aims to:

- treat all complaints seriously
- resolve complaints promptly and deal with them effectively
- learn from complaints and take action to improve our service.

### Our definition of a complaint

A complaint is an expression of dissatisfaction by a supporter about a particular solicitation, transaction or action carried out by the RNLI. General enquiries or comments regarding the RNLI are not defined as Complaints.

### What to do if you have a complaint

You can make a complaint about the RNLI by telephone, in writing, by fax, email, or in person. If you know the name or title of the member of staff or the Department your complaint relates to, you should make your complaint direct to them. Should your complaint be related to our Sales Company this will be answered by our Sales Company direct.

The RNLI will endeavour to deal with all complaints within 2 working days of receipt. If the complaint is complex or cannot be dealt with in this timescale then it will be acknowledged and the complainant advised of progress at regular intervals.

If you are not happy with the initial response you receive, you should contact us again addressing your comments to our Complaints Co-ordinator – Mrs Alison Murphy.

Following our second response, if you are still not satisfied, you can ask for your complaint to be referred to the RNLI's Fundraising & Communications Director. In the event that you are still not satisfied, your complaint may be referred to the RNLI's Chief Executive.

If you remain unhappy with the RNLI's response you may contact the Fundraising Standards Board of which the RNLI is a member. They will investigate your complaint and/or the way it has been handled.

As a member of the FRSB we aim to promote the Fundraising Promise wherever practical.

We are committed to high standards

We are honest and open

We are clear

We are respectful

We are fair and reasonable

We are accountable

Should you wish to make a complaint you can contact us by e-mail, in writing, by telephone or in person.

Write to:

Royal National Lifeboat Institution

West Quay Road

Poole

Dorset

BH15 1HZ

Tel: 0845 121 4999 - Monday to Friday 8.00am to 6.00pm excluding Bank Holidays.  
E-mail [amurphy@rnli.org.uk](mailto:amurphy@rnli.org.uk)