**Engaging External Speakers at Charity Events Policy and Procedure**

**Almshouse Association Model Policy**

Notes (which do not form part of the model policy):

*The Charity Commission’s annual return questionnaire asks charities whether they have an Engaging External Speakers at Charity Events Policy. This draft policy should be tailored to your charity’s needs and should be amended to be consistent with the provisions in your charity’s governing document.*

*Further reading: Charity Commission guidance:*

* [*Campaigning and political activity guidance for charities (CC9)*](https://www.gov.uk/government/publications/speaking-out-guidance-on-campaigning-and-political-activity-by-charities-cc9)
* [*Protecting charities from abuse for extremist purposes*](https://www.gov.uk/government/publications/protecting-charities-from-abuse-for-extremist-purposes)

**[*NAME OF CHARITY*]**

**Registered charity number: [*Number*]**

**Engaging External Speakers at Charity Events Policy and Procedure**

**Policy Statement**

**[*NAME OF CHARITY*]** is committed to delivering impactful charity events while maintaining the highest ethical standards. This policy provides guidance for engaging external speakers, including our ambassadors, at charity events, in accordance with the UK Charity Commission's guidance.

**Scope**

This policy applies to all charity events organised by **[*NAME OF CHARITY*]** that involve external speakers, including our ambassadors.

**Objective**

The objective of this policy is to ensure that **[*NAME OF CHARITY*]**'s charity events are conducted professionally, respectfully, and in compliance with the UK Charity Commission's guidance and in accordance with **[*NAME OF CHARITY*]**'s governing documents.

**Guidance Statement**

Speakers and ambassadors engaged by **[*NAME OF CHARITY*]** are expected to uphold the principles of promoting positive values, respect, and social responsibility. Content presented at **[*NAME OF CHARITY*]** charity events should not incite hatred, unrest, offense, or political bias or bring the work of **[*NAME OF CHARITY*]** into disrepute. **[*NAME OF CHARITY*]** reserves the right to address any breaches of this guideline to ensure the integrity of its events and mission is maintained.

**Procedures**

**Step 1: Speaker Selection**

1. **[*NAME OF CHARITY*]** will select speakers, including our ambassadors, for charity events based on their relevance to the event's purpose and the potential impact of their involvement.
2. Ambassadors will be invited to speak at events where their expertise or experiences align with the event's goals and **[*NAME OF CHARITY*]’s** mission and objectives.
3. The selection of speakers and events comply with [Charity Commission guidance](https://www.gov.uk/guidance/charity-commission-guidance), [Charity Law](https://www.gov.uk/guidance/charity-purposes-and-rules) and any other civil and criminal laws that may apply. Where applicable it will also comply with the [Code of the Advertising Standards Authority](https://www.asa.org.uk/codes-and-rulings/advertising-codes.html) and the [Fundraising Regulator’s Code of Fundraising Practice](https://www.fundraisingregulator.org.uk/code/code-2025).
4. The activities of the charity will support the delivery of its charitable purposes.

**Step 2: Speaker Invitation**

1. **[*NAME OF CHARITY*]** will formally invite selected speakers, outlining the event's date, purpose, and expectations.
2. Invitations will include a clear request for confirmation and availability.

**Step 3: Speaker Agreement**

1. Upon acceptance, **[*NAME OF CHARITY*]** will enter into an agreement with the speaker or ambassador, detailing expectations, remuneration (if applicable), and any other relevant terms.
2. The agreement will outline the nature of the event, the speaker's role, and their responsibilities.
3. Speakers will be briefed on the history of the charity and the role that it fulfils in providing homes for those in need, and any other relevant information regarding the charity.

**Step 4: Event Management**

1. **[*NAME OF CHARITY*]** will provide clear event guidelines to speakers, ensuring they understand the event's objectives and expected conduct.
2. Speakers, including ambassadors, will be expected to act in a manner that aligns with **[*NAME OF CHARITY*]**'s values and charity mission.
3. Speakers must agree not to include content that could lead to inciting hatred, unrest, offence, or political bias. Trustees will not allow the charity to be used as a vehicle for the expression of the political views and will not give support to a political party.
4. Speakers, due to the nature of our work with vulnerable people, should act as role models and safeguard the mental health and wellbeing of our beneficiaries. They should not encourage unhealthy or risky lifestyles or conduct, including alcohol, drugs, or gambling.

**Step 5: Feedback and Evaluation**

1. **[*NAME OF CHARITY*]** will solicit feedback from event attendees regarding the performance of external speakers, including ambassadors.
2. Feedback will be considered for future event planning and speaker selection.
3. Speakers will be thanked for their participation and provided with feedback to support their ongoing professional development.

**Step 6: Data Protection**

1. **[*NAME OF CHARITY*]** will handle any personal data of external speakers in compliance with data protection laws.
2. Consent for the use of personal data will be obtained when required.

**Step 7: Expenses and Remuneration**

Expenses and remuneration for external speakers, if applicable, will be processed and paid upon receipt of an invoice from the speaker concerned in line with our expenses policy.

**Step 8: Review and Compliance**

This policy will be reviewed periodically to ensure its effectiveness and alignment with the UK Charity Commission's guidance.

Last Review Date: XX.XX.XXXX

**All staff involved in the selection, invitation, and management of external speakers are required to adhere to this policy and associated procedures.**

Signed on behalf of the Board of Trustees:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chair of Trustees

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_