



Who Needs a European Fundraising Association Today – and Why?

5 February 2026
Warsaw

European Fundraising Association



























A network of national fundraising organisations working together to advance and strengthen fundraising across Europe.

One voice to promote best practice, support professional certification, shape EU policy, and connect fundraisers.

EFA Members



					
Austria	Belgium	Belgium	Czechia	Denmark	Finland
Fundraising Verband Austria	Fundraisers Belgium	Fundraisers Forum	České centrum fundraisingu	ISOBRO	Vastuullinen Lajioittaminen
					
France	France	Germany	Ireland	Italy	Italy
Association Française de Fundraisers	France générosités	Deutscher Fundraising Verband	Charities Institute Ireland	Associazione Fundraising Italia APS	Associazione Italiana Fundraiser
					
Lithuania	Netherlands	Norway	Poland	Poland	Slovakia
Baltic Fundraising Hub	Goede Doelen Nederland	Fundraising Norge	Fundacja Akademia Organizacji Obywatelskich	Polskie Stowarzyszenie Fundraisingu	Slovenské centrum fundraisingu
					
Spain	Sweden	Switzerland	Ukraine	United Kingdom	United Kingdom
Asociación Española de Fundraising	Giva Sverige	Swissfundraising	National Network of Local Philanthropy Development	Chartered Institute of Fundraising	Institute for Sustainable Philanthropy

Fundraising Is No Longer National



Fundraising has become European – whether we like it or not

- **Platforms decide visibility** (Meta, Google, algorithms)
- **EU rules decide what is allowed** (AML/CTF, political ads, VAT, consumer law)
- **Civic space decides what is possible** (shrinking trust, polarisation, democracy pressure)

→ Individual organisations cannot influence these alone

What EFA Is (And Is Not)



EFA is not

- A conference organiser only
- A distant Brussels lobby
- An abstract membership club

EFA is

- A **network of national fundraising bodies**
- A **European voice grounded in practice**
- A **connector between fundraisers and decision-makers**

What EFA Actually Does – 3 Pillars



Three pillars of action

- **Advocacy & Public Affairs**
- **Professional Standards & Credibility**
- **European Learning & Exchange**

1. Advocacy



Collective advocacy delivers results

- **Political & social ads:** EFA directly engaged Meta + European Commission
- **EU AML rules:** nonprofits no longer treated as inherently “high-risk by default”
- **ECBA Directive:** defending cross-border civil society
- **Consumer law & VAT:** fundraising costs finally visible



-EFA*

Prohibiting social issue, electoral and political ads in the EU in response to European regulation

Learn about the changes to this ad category in the EU starting October 2025

Social issues in the EU: Ad examples

Social Issue	Definition	Ineligible to run in the EU	Eligible to run in the EU
Civil and Social Rights	Ads about civil and social rights, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to freedom of religion, LGBTQ+ rights and women's rights are subject to review and enforcement.	<p><i>"Free speech is under attack across college campuses — excessive censorship needs to stop."</i></p> <p><i>"It's time for us all to stand up and demand equal rights for women."</i></p> <p><i>"It's critical for trans people to be given their own voice."</i></p>	<p><i>"Civil rights exhibition opens on Monday."</i></p>
Crime	Ads about crime, with ad content that includes discussion, debate or advocacy for or against topics, including but not limited to hate crime and crime rates, are subject to review and enforcement.	<p><i>"We must stand up against hate crimes!"</i></p> <p><i>"Knife crime is on the rise. How can this be tackled?"</i></p>	<p><i>"Make sure to tune in weekly to the most popular crime show."</i></p>
Economy	Ads about economy, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to tax reform and economic growth, are subject to review and enforcement.	<p><i>"We must fight against widening income inequality in our country."</i></p> <p><i>"Corporate tax deductions are going to help bring jobs back to the European Union — support tax reform for more jobs."</i></p>	<p><i>"Come to our job fair tomorrow! Doors open at 8am."</i></p>
Environmental Politics	Ads about environmental politics, with ad content that includes discussion, debate or advocacy for or against topics including but not limited to climate change, renewable/sustainable energy and fossil fuels, are subject to review and enforcement.	<p><i>"Fracking is ruining our community."</i></p> <p><i>"How can we better tackle climate change?"</i></p>	<p><i>"Check out our new 2030 electric car debuted at this week's auto show."</i></p> <p><i>"New smart solar panels can lower your energy bills."</i></p>



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EFA responds to Meta's muzzling of European civil society

October 2, 2025

Tags Categories

Search news by date

Select Month



On 25 July, Meta announced its intention to ban all advertising relating to political, electoral or social issues within the European Union from October 2025. The details provided in an official Meta document published on 26 September will lead to the removal of almost all civil society publications from its platforms. The European Fundraising Association is concerned about the major risks to freedom of



EU survey on TTPA impacts on digital advertising by non-profit organisations

This short survey collects evidence on how the Transparency and Targeting of Political Advertising (TTPA) regulation and the platforms interpretation of the regulation have affected the digital advertising activities of non-profit organisations across Europe.

Your responses will help us identify patterns, quantify impacts, and support evidence-based advocacy with European institutions and digital platforms.

The survey takes approximately **7–10 minutes** to complete. Some questions will only appear depending on your answers.

Data protection notice (GDPR)

The data collected through this survey will be processed in compliance with the General Data Protection Regulation (GDPR).

Responses will be analysed at national and European level, with results aggregated by country and sector. Individual responses will not be published.

Personal data will be stored securely and retained only for the duration of this project, after which it will be deleted.

By continuing with this survey, you acknowledge that you have read and understood this information.

emarcek@gmail.com [Přepnutí účtu](#)



📧 Nezdělané



forms.gle/6tVXhpphDiAZX7zk9

1. Advocacy



Collective advocacy delivers results

- **Political & social ads:** EFA directly engaged Meta + European Commission
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Why Advocacy Matters To Fundraisers



Bad regulation hits fundraising first

- Ads blocked, accounts suspended
- Banks de-risking charities - closing accounts “just in case”
- Rising compliance costs
- Cross-border donations becoming risky

EFA focuses on **risk prevention**, not theory.

2. Professional Standards



Professional fundraising needs shared credibility

- EFA Certification Framework
- New Advanced Competence Framework (launch March 2026)
- Cross-border recognition of skills
- Stronger legitimacy



When fundraisers speak to regulators, platforms, donors – **professional credibility**

3. European Learning



Europe as a fundraising laboratory

- EFA Skillshare → now **EFA European Fundraising Forum** (Leuven 2026)
- **EFA Learning Symposium** (Berlin 2026)
- **EFA European Fundraising Tour** (Fundraising4Democracy)
- **Nonprofit Pulse**
- **EFA Webinars** & curated resources

Innovation in fundraising increasingly comes from **peer exchange**, not manuals.

EUROPEAN FUNDRAISING FORUM

FOR LEADERS AND FUNDRAISERS



WHEN

19 November 2026

09:00-16:00 CET



WHERE

Leuven, Belgium

EFA European Fundraising Forum

#EFAFundraisingForum

An annual European gathering for fundraisers and fundraising leaders that provides a space for peer learning, exchange of practice, and strategic discussion on fundraising and philanthropy across Europe.

fundraisingforum.eu

EUROPEAN NONPROFIT PULSE 2025:

Strategic insights to navigate 2026



A joint report published by:



Chartered
Institute of
Fundraising



**STRATEGIC
INSIGHTS**

Fundraising & Democracy



Fundraising is no longer politically neutral

- Shrinking civic space affects income
- Fundraising = citizen mobilisation
- Fundraising4Democracy initiative & resource centre

EUROPEAN FUNDRAISING 4DEMOCRACY TOUR

SHOWCASE OF CAMPAIGNS

WHEN
 18 September 2025
14:00-16:00 CEST

WHERE
 Online Special
Zoom

EFA European Fundraising4Democracy Tour

#Fundraising4Democracy

Civic freedoms are under pressure across Europe. Discover how fundraising, crowdfunding, and civic action are defending democracy – and how you can join the movement.

fundraisingtour.eu



Fundraising for Civic Space and Democracy

How can fundraisers respond to growing threats to civic space and democratic values across Europe? What role can crowdfunding, public engagement, and people-powered giving play in defending rights, freedoms, and independent civil society?

This resource hub brings together essential articles, toolkits, and case studies to help fundraising professionals navigate this urgent challenge — and mobilize support where it's needed most.

Explore the materials below to learn, act, and advocate:

Spotlight on civic space

-  **Poland: Restoring the meaning of democracy**
-  **Bulgaria: repressive legislative proposals & an unstable political environment**
-  **Shrinking spaces in Germany – a country undergoing change**
-  **Italy: civic regression & organizations' resilience**
-  **Civil society's response to Slovakia's democratic backslide: mobilising resources & resistance**
-  **Shrinking civic space in the Netherlands: a growing trend**

Resource materials

- **EFA Actors supporting civil society and democracy in Europe** (*Members only*)
- **Europe's shrinking civic space and CSO reactions: what lessons have we learned? | Safeguarding European Civic Space** (La Cause) (*Members only*)
- **Civil Society State of the Union 2025** (Civil Society Europe)
- **Civic Space Report 2025 | 2024** (European Civic Forum)
- **Democracy Report 2025: 25 Years of Autocratization – Democracy Trumped?** (Varieties of Democracy)
- **Foreign Influence Registration Laws and Civil Society: An Analysis and Responses** (ICNI)
- **Mapping Shrinking Civic Space in Europe** (EFA)
- **Civil Society is Here** (EFA)



Why This Matters for Poland



Poland is not an exception

- Strong civil society, high polarisation
- Heavy reliance on digital fundraising
- EU rules apply immediately
- European narratives shape national space

A screenshot of the EFA website showing an article titled "Poland: Restoring the meaning of democracy" dated August 6, 2025. The article features a photograph of Polish flags and a quote from Robert Kawalko, president of the Polish Fundraising Association, discussing the state of democracy in Poland. The website header includes the EFA logo and a search bar. The article text discusses concerns about political polarization, migration, and the impact of the war in Ukraine on Poland's independence.

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European Fundraising Association

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Search news by date
Select Month ▼

Poland: Restoring the meaning of democracy

August 6, 2025

Tags Categories ▼



For August's Spotlight on Civic Space, Robert Kawalko, president of the Polish Fundraising Association (Polskie Stowarzyszenie Fundraisingu) describes the situation in Poland where democracy is becoming 'increasingly procedural', and NGOs find themselves operating in a climate of uncertainty.

Poles share the same concerns as other Western European countries. Political polarization of society, the largest-ever wave of migrants from around the world, fears of new technologies, and difficult intergenerational dialogue – these are topics that constantly recur in conversations, social media, and public media. Add to this the three-year-long war in Ukraine and the question of whether Poland will also have to defend its independence.

Democracy in regression?

For almost a decade, Poland has remained one of the main examples of the erosion of liberal democracy in the European Union. Although the country regularly holds elections, the space for free public debate, independent institutions, and civic participation is gradually shrinking. Recent events

What EFA Brings To National Fundraisers



Concrete value – not abstract “Europe”

- Early warnings & shared intelligence
- Access to European-level allies & platforms
(Philea, ECNL, Civil Society Europe, GivingTuesday Europe, etc.)
- Stronger national advocacy arguments
- Faster learning, fewer costly mistakes

Where EFA Is Going In 2026



Priorities

- Stronger advocacy capacity
- Benchmarks & shared data
- European Fundraising Forum
- EU-funded projects & partnerships

The real question



Europe already shapes fundraising.

The question is whether fundraisers shape Europe.

Thank you



Learn more

- eduard.marcek@efa-net.eu
- efa-net.eu
- fundraisingforum.eu
- fundraisingtour.eu

