

# RNLI Supporter Experience Charter



## One set of standards across the RNLI

'Here at the RNLI, we pride ourselves on our high standards and aim to apply the same principles to each and every one of our supporter relationships. With this in mind, we want our supporters to know exactly what they can expect when

contacting the RNLI. Our Supporter Service Charter establishes our strong commitment to put our supporters at the heart of everything we do.'

– Peter Sparkes, Chief Executive

### Our five principles for supporter service

Our commitment is that our staff will be supporter-focused, courteous, trained, competent and committed to resolving enquiries as quickly as possible. Our work is founded upon and driven by our values. Our staff and volunteers strive for excellence and are selfless, trustworthy, dependable and courageous.

#### 1. We recognise the importance of each and every supporter

- Our supporters are the most valuable asset we have. Without them, we wouldn't be able to save lives at sea.

#### 2. We respect our supporters

- We deliver what we say we're going to deliver.
- We respect the opinions and beliefs of our supporters.
- We show honesty and transparency at all times.
- We admit when we make mistakes and we put things right quickly.
- If someone tells us that they don't want to be contacted in a certain way, we take notice and honour the request.

#### 3. We see people as individuals, not numbers

- We engage with our supporters in an empathetic, understanding and fair way.
- Our staff and volunteers take responsibility for every contact they have with our supporters.
- We treat every new person who contacts us as a valued supporter. As a result, we develop long-lasting relationships.

#### 4. We listen to feedback

- We welcome and actively encourage supporter feedback and make it clear how they can get in touch with us.
- Our supporter's opinions and feedback are always taken into account during the planning of our campaigns.

#### 5. We always go the extra mile

- We aim to exceed supporter expectations with the excellent level of service we provide and are committed to continuously improve our supporter service.

### Our specific customer service guidelines:

#### Telephone enquiries

- Staff will answer all telephone calls within five rings and will answer politely and professionally, always giving their name.
- Staff will always be helpful and aim, wherever possible, to resolve the enquiry there and then.
- Where a call needs a specialist response, we will put that person in touch with the correct staff member and establish that the caller has been put through before leaving the call.
- Where the right member of staff is not available, they or another appropriate member of staff will get back to the caller within the next working day.
- Telephones will be attended during agreed times below. Outside of office hours supporters will have the facility to leave a voicemail message. All voicemail messages will be responded to within 24 hours.

#### Email/Social Media

- We will acknowledge receipt of all emails immediately.
- A full response will be supplied within 24 hours of receipt, where possible.
- If it is not possible in that time, we will contact the sender within 24 hours to update them.
- We will aim to send a full reply within 5 days of the original receipt of their email.
- We aim to respond to all enquiries addressed to the RNLI's official social media accounts (Twitter/X, Facebook, Instagram, YouTube, LinkedIn and TikTok) between 9am and 8pm, Monday to Friday.

#### Letters

- We will dispatch a full response within 5 working days of receipt.
- If it is not possible in that time, we will contact the sender within 5 working days and advise when we expect to be able to fully reply to their enquiry.

#### Complaints, comments and feedback

We take all comments and complaints about the RNLI very seriously and have a commitment to learn from all feedback received. We recognise that, from time to time, things may go wrong. When this happens we want to correct it quickly and take action to prevent it happening again.

- We will provide a full response within 2 working days of receipt.

- If it is not possible in that time, we will contact the individual within 2 working days and advise when we expect to be able to fully reply to their enquiry.

Full details of our Complaints Policy can be found on the RNLI website: [RNLI.org/complaint](https://www.rnli.org/complaint)

We are registered with both the Fundraising Regulator (UK) and the Charities Regulator (Ireland) – both are responsible for setting and maintaining standards for charitable fundraising. This means the RNLI is committed to best practice in fundraising and follows the Fundraising Promise and the Institute of Fundraising's Codes of Fundraising Practice.

## Contact Details

RNLI, West Quay Road, Poole, Dorset, BH15 1HZ  
Standard working hours: 8am–6pm, Monday–Friday

#### Supporter Experience

0300 300 9990 (from the UK)  
01 511 9836 (from Ireland)  
+44 1202 663234 (from any other country)  
[supporter\\_experience@rnli.org.uk](mailto:supporter_experience@rnli.org.uk) or [info@rnli.org.uk](mailto:info@rnli.org.uk)

#### Volunteer Experience Team

0300 300 9913 (from the UK)  
01 511 9835 (from Ireland)  
[VolunteerExperience@rnli.org.uk](mailto:VolunteerExperience@rnli.org.uk)

#### Online Sales

0300 300 9916 (from the UK)  
+44 1375 484577 (from any other country)  
[online\\_shop@rnli.org.uk](https://online_shop@rnli.org.uk)