



# Frequently Asked Questions

## About Public Outreach

### Who is Public Outreach?

Public Outreach is a fundraising agency founded in 2002 by Greenpeace canvassers who believed fundraisers should earn a reliable base salary, not a commission. We specialize in connecting people with charitable organizations through honest, respectful, and effective fundraising. Our focus is building sustainable monthly donor programs that support causes that matter.

### Who are your charity partners?

We work with leading nonprofits across multiple sectors:

- International Aid: UNICEF, Doctors Without Borders, Save the Children
- Environmental: Greenpeace, David Suzuki Foundation, Nature Conservancy of Canada
- Human Rights: Amnesty International
- Health: SickKids Foundation, CNIB, CAMH

### What fundraising methods do you use?

We use a multi-channel approach:

- Face-to-face fundraising in public spaces, at doors, and in malls
- Phone fundraising with people who've previously engaged with our partner charities
- Digital campaigns through social media, email, and web platforms

### What are your company values?

We're guided by three core values:

- Honesty: No commission-based pay, just ethical and transparent fundraising
  - Respect: A work culture rooted in anti-oppression, inclusion, and care
  - Results: We're goal-driven, but we measure success over time with supportive coaching
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# The Role

## What does a fundraiser do at Public Outreach?

Our fundraisers have conversations with people about our charity partners and inspire them to give monthly donations on the spot.

## Do I need experience to apply?

Not at all. Most of our team started with zero fundraising experience. We provide comprehensive paid training, ongoing coaching and mentorship, continuous skill development, and a supportive team environment from day one.

## What are typical working hours?

Hours vary by fundraising method:

- Street fundraising: 10 AM – 6 PM or 11 AM – 7 PM
- Door-to-door: 1 PM – 9 PM
- Mall fundraising: Aligned with mall hours (typically 10 AM – 6 PM, 11 AM – 7 PM, or 1 PM – 9 PM)
- Phone fundraising: Afternoon to evening shifts, generally 12 PM – 9 PM

## How is performance evaluated?

We focus on long-term results, typically over one to four weeks. You'll receive continuous feedback and support along the way.

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# Telemarketing (Phone Fundraising)

## What does a typical day look like for a remote phone fundraiser?

Connect with your team through group chat, review the day's goals, then spend your shift calling potential donors and having conversations that inspire monthly giving. You'll join group "energizers" and coaching sessions throughout the week, get recognized for your wins, and work in a supportive environment with consistent feedback.

## What does a typical day look like for an in-office phone fundraiser?

Shifts start at 12 or 1 PM at our downtown Toronto office. You'll work at your assigned desk (headsets and computers provided), make calls using your charity's script, attend mid-shift team briefings, and take a 30-minute paid break whenever works for you. Training happens before you ever make a call, with ongoing sessions throughout the week.

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# Face-to-Face Fundraising

## What does a typical day look like?

You'll meet your team at a central spot accessible by public transit, then head out together to begin fundraising. You're never alone—teammates are always nearby for support and encouragement.

## Does fundraising happen in all weather?

Yes, our fundraising work happens rain, shine, or snow. But we prioritize your safety and comfort:

- Water in the heat
- Heat packs in the cold
- Safety-first policies for extreme weather
- Team-based work for mutual support and safety

## How does carpooling work?

We do our best to coordinate carpooling to and from sites. We typically meet at a central location and leave from there. That said, it's ultimately up to you to make sure you can commute each day.

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## Career Growth

### What opportunities exist for career advancement?

Public Outreach offers several paths for growth:

- Leadership development into team lead or managerial roles
- Skill enhancement through ongoing training programs
- Cross-functional experience across different fundraising channels and projects

### Is this a good stepping stone into the nonprofit sector?

Absolutely. Many Public Outreach alumni have gone on to work directly for the charities they represented. This role offers a strong foundation in nonprofit operations, donor relations, and ethical fundraising.

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## Application Process

### I've begun the screening process. What happens next?

First, we get to know you a bit. Then, if selected for an interview, we'll schedule you for the next available interview group.

### What can I expect during the interview process?

Most interviews happen in two rounds:

**Round 1:** A 30-minute group interview where you introduce yourself and answer basic questions about why you applied. We're looking for energy, enthusiasm, and passion.

**Round 2:** We select candidates who stand out most in round one to move forward to round two.

### I haven't heard back about my application. How do I know if I got the job?

The hiring manager will contact those selected for the position within about 24 hours of the first interview. If you don't hear back, it means we've chosen to move forward with another candidate.