



Community Fundraising: Public Collections

Why carry out community fundraising through public collections?

- It is a good way to engage with the local community and let them know of your existence.
- It is a good way to sell your organisation to the people who matter, letting them know what you do to encourage support.
- This could be a good start to assess whether to include collections/community fundraising as part of your fundraising plan.

Securing the license

- Decide on the type of licence you would like – whether it is in a shopping centre or supermarket, train station or a space in your local high street.
- Assess who your charity has to support the collection, whether they are members of staff or volunteers.
- If you need volunteers to support your collection then why not try contacting local universities or Scout/Guide groups who may be able to provide you with volunteers for the day.
- Most shopping centres and train stations are more than happy to support local charities holding collections, many run Charity of the Year schemes and offer grants, so this is a good way to engage with them for possible future funding also.
- Contact your location directly and tell them of your plans to fundraise, and make sure they have your desired date free. If it is a street collection you will need to speak to your local council or if in greater London, then the Metropolitan Police. If it is a collection in a train station, shopping centre or other private property you will need to seek permission from the venue itself.
- Confirm with the venue exactly what you need to do to secure the license and any applicable deadlines and return everything they need in plenty of time.
- Once your license has been approved call them to confirm everything. This is a good time to also confirm the best times and location for you to place yourself.

Top Tips whilst collecting

- Follow the Institute of Fundraising's Charitable Collections guide and Code of Fundraising Practice to ensure you are carrying out best practice <http://www.institute-of-fundraising.org.uk/guidance/>.
- Think about the best way to keep your collection secure.
- Follow any conditions of your individual licence as they may have their own rules or guidelines.
- Make eye contact and always remember to smile.
- Wear appropriate clothing – charity t-shirts, bright colours, fancy dress etc.
- Having some kind of entertainment is a good way to attract people over to your collection but check with the venue in advance that this is permitted.
- Know your message – you might want to perfect your 'elevator pitch' as you will only have approximately 30 seconds to sell yourself to people walking past.

- Have a pen and notebook or a sign-up sheet to take down the details of anyone who wants to know more about your organisation and have leaflets and appropriate collateral with you also.
- Make it obvious you are collecting by holding your bucket up by your waist but avoid shaking your bucket.
- Find out the busiest place and times at your location and get a good position there.
- Don't forget to bring your permit and any ID required.
- Always say thank you to everyone who drops money in your bucket.
- And most importantly don't forget that Fundraising is fun! So enjoy yourself.

After your collection

- Make sure you thank everyone involved and that they know their contribution is valued - including any staff on the day that were helpful and supportive of your collection.
- Have a review of how it went – what went well, what didn't and how you could maximise the opportunity further next time round.
- Count how much money you have raised following the Institute of Fundraising's code and guidance on handling cash and donations.
- It's a good idea to also email the venue where you held the collection to let them know how you got on and thank them for letting you hold the collection.

If your collection is part of Small Charity Week – don't forget:

- Place details of your collection on the Small Charity Week website events page as a way to promote your activity.
- Let us know how the collection went and how much you raised.
- Send us your photos which will appear on the Small Charity Week website.