

FUNDRAISING BOXES.CO.UK



The Definitive Fundraiser's Guide

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Street Collections

Tips & Tricks

Street Collections

Don't Rattle ASK

We have all heard the rattle of the collection box before, and it can be very annoying. Instead ask people would they like to help. Catch their eye and smile. It will make a big difference to your collection. Remember to say "Thank You".

Where to Collect

Less can be more - The busier the street the higher the chance the collector can be missed. Choose a less busy street or the top /bottom of the busy street, this makes it easier to focus on each passer-by. Also, place yourself near shop doors, train ticket booths at train stations etc. as the public will have their wallet to hand.

Consider Timing

Lunchtime and weekends tend to be the most effective for street collections.

Have Literature Ready

Make sure you have leaflets or flyers about your charity printed up, as people may want to know more about your charity. Make sure that you know and can relate all of the relevant information about your charity as well.

Create Awareness

Creating awareness around you will be very beneficial. Place a poster stand close by and perhaps posters on street lights ten to fifteen meters away from the collector. This will help the public know what they are supporting, thus they can be prepared to donate. Also, it adds legitimacy to the collection.

Make Yourself Visible

Make sure your collector stands out from the crowd by using a tabard or bib with the charities details printed on it. You can also mention what the charity does as a lot of people might not necessarily know who you are but they are willing to help particular types of charities. Also by wearing bibs / tabards you're adding legitimacy to the collector.

Let the public know that you are volunteering

If your collectors are volunteers, make sure that you let the public know this. The public will generally give more to a volunteer. So have this mentioned on your signs and on the bibs that your collectors are wearing.

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Street Collections

Consider what you are wearing

Some people have observed that they collect more when wearing smart attire such as a suit and tie, rather than casual clothes. If appropriate you should encourage service users/providers to help also - Nurses do very well when out collecting in uniform, for example.

Targets

On average, a good collector in the right spot should collect £30-£50 per hour. The best collectors can collect over £100 per hour.

Don't be shy!

Your job is to convince people to donate, and in order to do this you need to be sure of yourself. Make sure you are well rehearsed and informed about the charity you are collecting for. Don't be shy about approaching people either; but do make sure not to be overbearing, as this may put people off.

Check out the perfect products for your Street Collections



These can all be purchased on our website www.FundraisingBoxes.co.uk

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Church Gate Collections

Tips & Tricks

Church Gate Collections

Most of the points above can also relate to Church Gate Collections as well as the following.

Get Permission

If collecting on the street, one needs a permit and if collecting on the Church grounds, one needs permission from the religious leader. Ask if they can mention your collection during the service. Have a collector at each door of the church as well as the front gate.

Collect After the Service

Most religious leaders prefer if you collect after the service rather than before the service. Also, if you collect before and after the service, then a person may come out after and say that they have given before the service when they actually didn't!

Create Awareness

If you are collecting after the service, it is critical to create awareness of the collection before people go into the service. The easiest way to do this is by placing posters around the church and at the doors. This will give people a chance to reflect on what they want to give rather than being surprised by the collection when they walk out of the service.

Make it Easy to Give

We would recommend that you use the Easy Drop Slot Unit for Church Gate Collections. You only have a couple of minutes to get donations after each service, so by using the Easy Drop Slot Unit, people can just drop money onto the lid and the donation will slide into the bucket, so there is no delay in giving and less holding up of other potential donors.

Tips & Tricks

Church Gate Collections

Collect at all the Services

While there may be very few parishioners going to an 8.30am service on a Sunday morning, it is very advisable to be there to collect from them. In our experiences, a high proportion of people will donate at early morning services.

Check out the perfect products for your Church Gate Collections



These can all be purchased on our website www.FundraisingBoxes.co.uk



Bag Packing Tips

Tips & Tricks

Bag Packing Tips

Bags:

Choose the correct bag type. Paper will work for most things though be mindful of meat or other such items that may leak and would do better in a plastic bag. Don't over-pack your bags. Distribute the heavy items among several bags, to prevent them from breaking. For canned goods, limit the number of cans to about 6 to 8 per bag, depending on the can size. For items in glass jars, limit the number to about 4.

Grouping:

Group similar items together. By separating your bags into four groups--general pantry items, meats, frozen/refrigerated foods, and produce--you lower the chances for cross-contamination or damage.

Fragile produce items such as Apples and Bananas should be bagged separately and handled with care.

- You should never place wet items (such as freshly watered celery stalks) with that outrageously priced Hallmark card the customer bought for obvious reasons.
- Frozen items, such as ice cream and frozen veggies, should be grouped together with other perishables, such as dairy, to retain a cooler temperature. Grouping these items also makes it easier to unpack everything that should be put into the refrigerator or freezer immediately.
- Separate uncooked and ready-to-eat meats to avoid the risk of salmonella poisoning or contamination. Place raw meats in separate plastic bags, as they have the tendency to leak.
- Pack eggs separate from any foods you plan on eating raw, in case they crack.
- Cleaning products and chemical items should be packed separately from any food items, so as to protect against contamination.
- If possible, pack foods of the same temperature together to avoid spoilage or contamination. For example, place all of the frozen foods in one bag, refrigerated foods in another, and room temperature foods, or produce, in another. Separating these foods also makes it easier to put your groceries away.
- If you only have one bag, place meats on the bottom of the bag within a plastic bag that is tied at the top, and fruits, vegetables and other items that won't be cooked on the top.

Tips & Tricks

Bag Packing Tips

Here's a sample list of layers to keep in mind:

- Lower Layer (heavy items) – canned goods, potatoes, apples, carrots, pineapples, large bottled beverages, and heavy boxed goods
- Middle Layer (midweight items) – medium and small boxed goods and jars, hard vegetables, and leafy vegetables in plastic bags.
- Top Layer (light items) – anything that might mush and anything that goes crunch such as: eggs, bread, bananas, marshmallows, soft fruits like peaches or plums, tomatoes, crisps, crackers and biscuits.

Glass:

Be careful bagging glass. Packing glass items next to each other can cause them to clank and break. Place your glass in the middle of cans at the bottom of the bag. The cans will support the glass, minimizing the chance for breakage.

If you have paper sleeves available to you, you may wrap the glass and set them next to each other. The paper will act as a buffer protecting against breaks.

Consider what can be left unpacked:

Rolls of toilet paper, big sacks of dog food, or boxes of soda may not fit in bags. Most larger items can be carried out on their own, or with the addition of a quick and handy adhesive handle.

Be courteous

When you have finished packing a customer's bag, thank them for their business.

Check out the perfect products for your Bag Packing Collection



These can all be purchased on our website www.FundraisingBoxes.co.uk



Counter Top Charity Units

Tips & Tricks

Counter Top Charity Units

Some good places to have your Counter Top Units are as follows:

- Supermarkets and Newsagents
 - Pharmacies
 - Petrol Stations
 - Doctors Offices
 - Churches
 - Events
- You will need permission from the owners or managers to have your counter top units at these locations.
 - Always have a unit with you when getting permission so that you don't have to make a return trip.
 - Make sure to place your counter top unit near cash points and in areas with a high footfall.
 - Many nonprofit organisations have found that transparent boxes receive more donations. People are encouraged when they see that others have donated already.
 - Your unit should be sealed and clearly labelled with your Charity's name. Make sure it's a good, eye catching design and will draw people in! It should also bear a number held in a register by the promoters licensed to hold the collection.
 - A contact telephone number for the person authorised to empty the unit should also be included, and they should be emptied at least every 6 months, preferably in the presence of the unit holder. ID should be shown, and the unit holder given a receipt.
 - Record your results so that you can analyse which counter top units and locations work the best. You can then use this information to find better locations and increase your donations.

Tips & Tricks

Counter Top Charity Units

- Units specifically designed for home use should not be used in public places, and they should be tamper evident. Any sign of tampering should be reported to the authorised promoters of the collection. Don't attempt to re-use the seals.
- Security chains can be fitted to most collection boxes and may be obtained from us.

Check out the perfect products for your Counter Top Charity Units



Slope Counter Top Unit



Acrylic Box Unit



Acrylic Cylinder Unit



Acrylic Slope Unit



Acrylic Triangular Unit

These can all be purchased on our website www.FundraisingBoxes.co.uk