# **Shopping or Garden Centre Collection**

Collecting at a shopping or garden centre can be a great way to fundraise, and is a fantastic alternative to organizing a bag pack if you struggle to get a date secured with a supermarket!

## **Getting ready for the event**

1. **Secure Venue and Date** - Ask store managers in person (or email using our template letter if not possible).Make sure you plan ahead as they will get booked up months in advance. Ask for
2. **Pick your participants** - Select how many participants you want joining on the day. It is best not to pick too many as the donations will end up being very small when split.
3. **Prepare Resources** - Make sure you have a table for a stall available and all your MRF promotional materials to decorate it with and a sealed bucket. Ask the venue if you’re able to sell cakes/ run a raffle in order to maximise donations.

## **What you’ll need**

* Letter of Authority
* Buckets
* MRF t-shirts
* MRF promotional materials (balloons, symptom cards etc)

## **On the Day**

* Make the most of the allocated time by collecting for as much of the day as you can!
* Be super friendly: People are much more likely to approach someone who is smiling rather than someone looking grumpy.
* Dress up: Dressing up in fancy dress or wearing silly accessories will make you stand out from the crowd and maximize the number of donations you receive.
* Have a few facts about the charity handy: People are always keen to hear where their money is going so think of a few general points that you can tell people about the charity you’re supporting!

## **Post event**

Return tables and resources back to where they came from. Make sure your buckets are banked quickly and safely – they will be heavy so think about how you will move them safely. Once counted, let all of your participants know how much they received to add to their EDH pages.

## **Top tips**

* Always say thank you: let them know how much you appreciate their donation and tell them to enjoy the rest of their day.
* Time your breaks around peak times to avoid missing out on donations!
* Take lots of photos at the event to post on Facebook afterwards to raise awareness and bring in more online donations!