

Collection Guide

Collections held on private property are a great way to fundraise, and could be held at a shopping centre, supermarket, or garden centre.

What you'll need

- Letter of Authority (speak to your charity contact if you don't already have this)
- Bucket with security seals
- MRF t-shirt



Getting ready for the event

- Organise the collection - The best way to organise a collection is to go to the location in person with your Letter of Authority and ask to speak to the general manager, or to call the store directly. We recommend not relying on email as stores often get lots of these kind of requests, and it's easy for your email to be forgotten!
- Finding a date - Ask the store what dates they have available for a collection. As this is a popular fundraising activity, slots can get booked up a few months in advance so you'll need to plan ahead, especially if you plan on having yours at a busy time of year (e.g. Christmas). You may be able to book more than one date at a time.
- Organise your volunteers - Ask your friends and family to help you for the day. This is a great way for people who may not be able to support your fundraising financially to still show their support by donating their time rather than money.

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"I was really happy with the results of my shopping centre collection - I raised £285!"

- Linda Van As, London Marathon

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On the day

- Speak to a member of staff when arriving at the store, you may need to sign in and wear a visitor's badge.
- Ask where the best places to collect are. This is usually by the entrance/exit, or near the tills where people will already have cash to hand.
- Have a plan for how you'll get home with buckets full of change and think about security. It would be best if you are able to drive straight home.

The important bits

- Ensure that a minimum of 2 people are present when counting up the money.
- Keep the money you raise safe and pay it in to MRF as soon as you can.



Top tips

- Always say thank you to people who donate, let them know how much you appreciate their donation and tell them to enjoy the rest of their day.
- Time your breaks around peaks times such as lunch in order to avoid missing out on donations!
- Consider wearing fancy dress in order to really stand out from the crowd.

**For more information contact
fundraising@meningitis.org**

Keira raised £345.06 from her
Morrisons supermarket collection!

- Keira Harding, Kilimanjaro

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