

How to organise a bucket collection

Private venues e.g. supermarkets, sports grounds, shopping centres and train stations

- Write to the venue and ask for permission to collect – remember, most venues get lots of requests, so don't be disappointed if they can't fit you in.
- Make sure you check with the person issuing the permit how many collectors are allowed at any one time.
- After the collection, write to the supermarket and let them know how much was raised – this is also a good opportunity to request a date for next year!

Street collections

- You must have a council permit to hold a street collection. Call your local town/county council and ask about their permit application process. Collections in bigger towns often get booked up a long way ahead, so be prepared to book a date several months in advance.
- Check with the council what the maximum number of collectors you can have is.
- Once the collection is over and you have counted the money, be sure to fill in the return form to the council stating the amount raised. Also, some councils require you to advise the local paper of the amount raised – if this is a requirement, please ensure that you do it, or the council are unlikely to grant another permit.

Get your collectors: Set a date and speak to friends, family and contacts to see whether they will help with the collection. We recommend that only those aged 18 and over can collect.

Get your materials: Register your event to request collection buckets, t-shirts and stickers www.gosh.org/register-your-event

Enthusiasm is definitely the key to a successful bucket collection! We've listed some simple guidelines to help you on your way.

- Make sure that the charity branding can be seen on all collection tins and buckets.
- Be prepared with a few key facts about Great Ormond Street Hospital – visit www.gosh.org
- Your collection bucket must also display a security seal that can be easily seen and should not be tampered with. We recommend that you do not open the buckets at any point during the collection.
- Try to get as many friends or local supporters as possible to help you – it is much more fun to just collect for a two hour shift than for the whole day.
- Please carry with you personal identification and the letter of authority to collect or license/permit.
- Hold the bucket at waist height so it is clear to passers by that you are collecting.



- Get people's attention – smiling, eye contact, and enthusiasm are key. This is easier with individuals and couples than in groups or crowds.
- Don't be shy – ask for support or say 'good afternoon' or 'good morning'.
- Make sure you thank all the people who donate.
- Leave all of those people who respond 'yes' or 'no' with a favourable impression.
- Be positive and enjoy yourself – it'll rub off on those you're collecting from.
- Fancy dress – grab people's attention and make them smile and they are more likely to give!
- Please comply with the terms and conditions of the venue where you are collecting. For example, sign in and out as you arrive and leave the collection.

Please don't:

- Pressurise people to donate or ask the same person several times as it is illegal.
- Open your collection bucket unless you are authorised to do so.
- Stand too close to other collectors or cause an obstruction.
- Break the seals on your bucket, this is also illegal.
- Put label stickers on leather, suede, silk or delicate fabrics as they can leave a mark.
- Shake your bucket – as nice as jangling money may sound it is not permitted.
- Put yourself at risk – if someone tries to take the bucket, let them have it.

