

Shopping or garden centre collections

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

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.
2. Pick your participants - Select how many participants you want joining on the day. You can rotate if needed.
3. Prepare resources - Make sure you have a table for a stall available and all your Meningitis Research Foundation 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
- Collection buckets
- Security seals
- Photo I.D.
- Meningitis Research Foundation t-shirts
- Meningitis Research Foundation promotional materials (symptom cards, banners 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.
- 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!
- 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 social media afterwards to raise awareness and bring in more online donations!

Post event

- Return tables and resources back to where they came from.
- Each team member can take home their own collection bucket.
- Make sure everyone counts up their money as soon as you get home and pay the money into their JustGiving pages as soon as possible.

