

Street Collections Guide



Street collections can be a brilliant way to raise both money and awareness with the general public.

Getting ready for the event

- In order to carry out a public street collection, you need a permit from the local council. You cannot secure this permit yourself - you need to contact MRF and we will organise it for you. You must contact us at least 1 month before you intend to carry out the collection. Please email your charity rep with at least 2 towns you would be willing to collect in and 3 different date options in order of preference.
- You are welcome to organise any collections yourself that take place on private property. Please see our supermarket and shopping centre collection guides for more information.

What you'll need

- MRF t-shirt / fancy dress
- Collection bucket and seals
- Letter of authority
- Your permit

On the day

- Make the most of the allocated time and collect for as long as possible. Collection permits are rare so make the most of it!
- Be super friendly - People are much more likely to approach someone who is smiling rather than someone looking grumpy. Street collections can be lots of fun, so try and enjoy yourself!
- Dress up - Dressing up in fancy dress or wearing silly accessories will make you stand out from the crowd and maximise the number of donations you receive.
- Have a few facts about the charity to hand - People are always keen to hear where their money is going so think of a few key points that you can tell people about MRF!



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Street collections are really worth the time and all they require is a bit of perseverance!

- Keira Norris, Everest Base Camp

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The important bits

- We cannot guarantee that we will be able to secure you a permit. Please give us multiple locations and several dates in order to boost the chances of us being able to get you a permit.
- The process for applying and securing permits is very lengthy, so you must notify us at least 1 month before your intended collection date.
- A representation from MRF will not be present on the day of the collection.
- You must inform MRF of how much money you raised within 10 days after the collection has taken place.

Post event

- You must not open your bucket and count the money until you are safely home. Once you have counted the money, please pay it in to MRF and let us know the total amount that you raised as soon as possible.

Top tips

- Find the best spot - Observe the flow of people in the area and place yourself near a bottle neck/ main route of traffic to be seen by the most people possible.
- 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!
- Consider wearing fancy dress - Collectors who wear bright, colourful costumes that make them stand out from the crowd tend to raise more money!
- We recommend requesting towns in suburban areas, which tend to work better than big cities

For more information contact fundraising@meningitis.org

Dressing up in fancy dress can really help to increase the amount you raise!

- Lauren Brown, Everest Base Camp

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