

## How to organise a street collection

Street collections can be extremely lucrative if well organised with plenty of volunteers helping on the day. To hold a street collection you need to apply for a street collection license from your local council – you can find all the details on the council website. The licence typically lasts a whole day and each charity can only have one per year for a particular town centre. Street collections can be made more successful if you have someone willing to wear one of our animal costumes and carrying a collecting bucket, or by taking along suitably assessed dogs.

### Plan in advance:

Have plenty of helpers

#### 1. You will need a street collection license from your local council

- you will find all the details an application form on the council website
- Choose your day carefully – most councils will only allow each charity one day permit each year
- Consider which day will busy in your town centre
- Also choose a date when you have a lot of volunteers available to help to maximise you profits



#### 2. Plan in advance

- They will need to be covered at all times so ensure you have plenty of volunteers well in advance
- Ensure you have plenty of collection boxes, stickers and leaflets – order more if needed
- Do a risk assessment
- Do you have a volunteer willing to wear a dog costume and carry a collection bucket? These can certainly make your event more successful.



#### 3. Find out whether you can have an information stall

- check in advance with the council
- Decide on a location for the stall where you will not be blocking the pavement or a shop entrance
- if you are planning a stall ensure that you have enough tables, table cloths, leaflets, magazines and collection boxes for it




#### 4. Fundraising dogs


- Some stores and stations will allow you to take a dog along (usually depending on whether you will be standing in or outside the store). Always check with the appropriate person in advance if you are planning to take a dog
- Any dogs that attend events must have passed an assessment




## 5. Ensure you have enough volunteers

- You will need plenty of volunteers to man the collection
  - Also organise volunteers willing to transport everything there, set up the stall and volunteers to pack it down and return everything to the centre/hospital afterwards
  - Collections are quite tiring and 2 hours per shift is usually adequate.
  - Have as many volunteers as possible to maximise the effectiveness of your collection.
  - Spread the volunteers out throughout the town centre
  - If the weather is cold advise everyone to dress warmly and stop for hot drinks. It is advisable to provide spare gloves etc
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## 6. Money must be returned directly to the centre following the event.

- It can be stored in the safe there until it is counted and banked.
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## 7. Ensure that you have organised transport to and from the collection

- Book out the centre van or organise a volunteer willing to transport the goods to and from the event in their own car
  - Check provisions for parking at the event – is free parking available for your volunteers? If not you might need to provide money for parking from petty cash
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## 8. Ensure you have the equipment you need

- Make sure you have plenty of collection boxes and that they all have fresh seals and numbers
  - If you're also having a stall, decide what literature you will have on it
  - If you do not have boxes already set up with items for events, check that you have everything required in plenty of time allowing time for more to be ordered if needed
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## 9. Follow the correct procedures for cash handling and collection boxes

- Collection boxes must all be numbered and a record kept of which box is used by which volunteer
  - Amounts raised in each box should be recorded for auditing
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## 10. It might be useful to use the two attached checklists

- for organising the event
  - for loading the van
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## Top Tips for the Day:

Be friendly but not pushy!

- advise volunteers not to shake their tins or be too pushy
- Instead smile and try to make eye contact

Ensure you have plenty of people to help on the day

- the collection tins cannot be left unattended so ensure the whole day is covered
- shifts of 2 hours are usually enough
- having someone in a dog costume can help attract attention and raise more funds

## Street Collection Checklist

Name of coordinator.....

Name of event..... Location .....

Order floats and how much ordered .....

Names for volunteers at the event and contact numbers

1	2
3	4
5	6
7	8
9	10
11	12

Day and time loading the van

.....  
Names of volunteers loading the van

1	2
3	4

Time leaving for event and who's driving the van and getting the float.

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Where's the first aid point.....

Where are the toilets .....

Volunteers covering the event:

Name	Responsibility	Break time

Which volunteers are helping pack away? .....

Which volunteers are unloading the van? .....

**Van Loading Checklist for Street Collections**

Details of the event - organiser etc	
Tables	
Chairs	
Pop up banners	
Table cloths	
Literature and holders	
'Where to Find Us' cards	
Leaflets about MDD	
Stickers	
Collection boxes (1 per collector - numbered and sealed)	
Change for parking	
Animal costume	
First aid kit	