



DO SMALL THINGS WITH GREAT LOVE

OUR BIG COLLECTION STARTED SMALL. WHEN OUR FELLOW SALVATIONISTS WENT OUT INTO THEIR LOCAL COMMUNITIES WITH SIMPLE MESSAGES OF HOW A SMALL DONATION COULD PROVIDE HELP FOR PEOPLE. THIS GREW INTO SOMETHING REALLY SPECIAL. OVER THE YEARS WE'VE GONE ON TO RAISE MILLIONS OF POUNDS - AND EVERY LAST PENNY OF THAT HAS HELPED PEOPLE AND COMMUNITIES, ALL ACROSS THE UK. THIS YEAR, WE WANT TO DO MORE AND HELP EVEN MORE PEOPLE.

WE WANT TO MAKE A BIG DIFFERENCE TO THEIR LIVES

HOW TO JOIN IN WITH THIS YEAR'S BIG COLLECTION

ANYONE AGED OVER 16 CAN JOIN IN WITH THIS YEAR'S BIG COLLECTION AND THERE ARE ALL KINDS OF WAYS THAT YOU CAN RAISE MONEY.

All we ask is that you wear an official permit if you are collecting door to door, so that people know you are a genuine Collector. Along with all the tips you'll find in this booklet, your Corps Officer/organiser can also provide you with:

- A poster to promote your collection
- Collection envelopes
- Some 'We've missed you' leaflets for when people are out
- A booklet for anyone who donates - 'You're giving more than money'
- Giving stickers
- Collection box seals
- A card collection box



IF YOU HAVE ANY QUESTIONS PLEASE GET IN TOUCH

020 7367 4800
TERRITORIAL.APEALS@SALVATIONARMY.ORG.UK
SALVATIONARMY.ORG.UK/BIGCOLLECTION

The Salvation Army is a Church and registered Charity in England (214779), Wales (214779), Scotland (SC009359), Republic of Ireland (CHY6399) and IOM (267)



Organisers leaflet



THIS SMALL LEAFLET HAS BIG IDEAS



DO A GOOD THING FOR THE BIG COLLECTION

DOOR TO DOOR

COLLECTING DOOR TO DOOR IS REALLY EFFECTIVE AND THE ENVELOPES IN YOUR PACK WILL DO TWO IMPORTANT THINGS. THE PUBLIC CAN USE THEM TO DONATE, BUT THEY CAN ALSO SPREAD THE WORD ABOUT OUR BIG COLLECTION AND THE WORK THE SALVATION ARMY IS DOING.

A few things to remember:

- Legally, in England, Wales and Northern Ireland, donation envelopes have to be delivered then collected on a separate visit. In Scotland envelopes can be delivered and collected in the same visit.
- Please don't collect any later than 9pm.
- Always smile and be polite. Offer a greeting and remind the householder about the envelope that was dropped off earlier.
- Don't accept loose change. Explain that you can only accept the money in a sealed envelope, or a collection tin.
- Cheques should be made payable to 'The Salvation Army'.
- If someone asks for a receipt, explain that this can only be done once the envelope has been opened so you can send one later.

Keep their envelope separate from the others you collect and make a note of their name and address. Also, inform your organiser.

- If someone refuses, or says they've already donated simply thank them and leave.
- Encourage people to Gift Aid their donation if they can. It won't cost them a penny but it raises an extra 25 pence for every pound. There's a little section on the envelope which allows them to do this.

Getting Permission

For door-to-door collections, THQ will have notified the relevant authorities in England, Wales and Ireland permission. For Northern Ireland, THQ write to the PSNI. In Scotland, Corps Officers will have been notified of collection dates via DHQ.



OTHER PLACES

YOU CAN ALWAYS PLACE ONE OF OUR COLLECTION BOXES IN A SALVATION ARMY CHARITY SHOP, OR IN A LOCAL PUB OR RESTAURANT.

These 'fixed' collections are a great opportunity for people to donate.

Have a think about where might be a good place to secure a collection box. You could also leave some literature (including copies of 'You're giving more than money,' so people understand why they're donating) and maybe some envelopes for people to use (so they have the opportunity to add Gift Aid to their donation).

Remember to ask the owner of the pub or business for permission, and be clear about when you will be collecting the donations.

HOLDING AN EVENT

YOU COULD HOLD A SPECIAL EVENT TO RAISE FUNDS.

Perhaps you're the kind of fundraiser who does things a little differently? Maybe you fancy putting on a bake sale. You could run a marathon. It could even be that you like the idea of jumping out of a plane to support The Big Collection!

There are loads of fun ways for you to support this year's collection. We can help by providing you with tailor-made posters and social media posts. We'll even take on all of the admin. The funds you raise can either go towards your Big Collection total or local projects.

Find some inspiration at salvationarmy.org.uk/fundraise-for-us. For info on getting your Corps involved and how to record your event income, please contact challenge@salvationarmy.org.uk or call 020 7367 4819.



PUBLIC SPACES

GETTING OUT AND ABOUT IS A GREAT WAY TO RAISE FUNDS. IT'S ALSO A BRILLIANT WAY FOR PEOPLE TO SEE MORE OF THE SALVATION ARMY AND TO HEAR ABOUT WHAT WE DO.

A few things to remember:

- Don't forget your collection tins!
- Please don't collect any later than 7pm.
- Good spots to try could be your local high street, shopping centre, supermarket or bus and train station.
- Always smile and be polite. Being friendly will go a long way to giving your collection a boost.
- Don't accept collections unless they're placed straight into a sealed collection tin.
- Please remember to obtain permission from the local authority or retailers/station Head Office.



THINGS TO REMEMBER

Things you can do to stay safe include:

- People should be advised to collect in pairs only.
- Giving everyone a contact number for emergencies.
- Advise collectors to never enter a property, even if invited.
- Always be polite and walk away from difficult situations.

Answering people's questions

People are bound to have questions for you, so we've produced a small leaflet you can give to them (you'll find it in your packs. It's called 'You're giving more than money'). If there's something you can't answer, you can ask the person for their name and address and follow up their query with your Corps Officer.

You can always direct people to salvationarmy.org.uk/BigCollection for more info.

What to do if someone complains

If anyone wants to make a complaint, be polite and ask them to contact:

The Big Collection, Complaints Co-ordinator,
Marketing and Fundraising Department, The Salvation Army,
101 Newington Causeway, London SE12 6BN
020 7367 4816
fundraisingcomplaints@salvationarmy.org.uk

WHAT TO DO WITH THE MONEY YOU RAISE

Please give all money raised to your Corps Officer or organiser.

Envelopes or tins must be opened in the presence of, and signed for by, two people who are not related to each other.

At the end of your collection, please return all permits and any unused materials to your organiser or Corps Officer.

Protecting your donations

Check with your Corps Officer or treasurer that there is adequate insurance for the amount you anticipate raising for The Big Collection.

