

the big connection

Raise funds. **Change lives.**

**Raising funds for
Big Connection**

Corps Toolkit



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Please visit our website: salvationarmy.org.uk/big-connection

Call: 020 7367 4500

Email: territorial.appeals@salvationarmy.org.uk

The Salvation Army Territorial Headquarters,
1 Champion Park, London, SE5 8FJ



Welcome from the community and membership fundraising team!

Our aim is to help you fundraise for your corps. Whether you need support in motivating your corps to get involved with Big Connection, in publicising your events or to learn more about the appeal, we are here to help you get excited about raising funds for The Salvation Army's Social Work Trust and for your own missional activities. Equally, we would love your support with our work at THQ and would value your advice and ideas.

In this pack you will find information on:

- What is Big Connection?
- How does Big Connection work?
- Adding fundraising to your corps activities
- Setting up an event in your corps
- Big Connection fundraising ideas
- Publicity and the Media Team
- Suggestions from corps officers
- Collecting guidelines
- Fundraising materials and resources
- Online fundraising
- Offline fundraising
- Q & A about Big Connection
- Get in touch!



What is Big Connection?

Formerly known as the Annual Appeal, Red Shield Appeal, and Big Collection, the Big Connection has long been a part of our shared fundraising story. Over the years, it's become a trusted platform for corps to fundraise in unique, local ways while contributing to our national mission.

Big Connection encourages congregations to engage with the social trust aspects of our mission. It empowers them to raise funds for their own corps' missional activities, connecting with people in their local area and fostering a sense of community through organising and taking part in fundraising events. Big Connection offers the opportunity to raise funds for your own corps' missional activities, for a local social work expression, or for another corps' work that aligns with your heart and values.

How does Big Connection work?

The fundraising can be carried out by corps at any time in the year, with each corps encouraged to choose both their fundraising methods and the causes they wish to support. By taking part in Big Connection, corps strengthen their local sustainability, share the gospel through community-focused fundraising and engage their congregations with the social trust aspects of our mission. This involvement helps build deeper relationships with local residents, while helping to provide the best possible additional support services - ultimately leading to better outcomes for the people we care for.

Big Connection is part of a threefold annual commitment of the mission of The Salvation Army:

1. Overseas work, through Self-Denial;
2. Social work and corps' local mission through Big Connection;
3. Corps work and divisional 'seeding' of new corps through Harvest.

Through a network of over 650 churches and community centres, we offer compassionate support, a listening ear and practical help to those in need.

For example, within a division, corps could choose to come together to raise money to support people who are experiencing homelessness, to provide specialist support and a place of safety for adult survivors of modern slavery, to help reunite families through our Family Tracing Service, to care for older people in our residential care homes or to offer tailored support, training and advice to people looking for sustainable employment through Employment+ expressions, debt advice or other work in an area.

All donations to Big Connection directly support The Salvation Army's work to care for people who are vulnerable or in need.

- You choose where the funds go: Your own corps mission, local social work, or another corps' ministry.
- Mission alignment is essential: If funds stay with your corps, they must clearly support social action or community ministry.
- Fundraise anytime: The appeal will be publicised nationally, but you can fundraise at any point in the year.
- Fundraise together: Use the campaign to build community, share your story, and invite others to join your mission.
- Highlight the bigger picture: Even while fundraising for your own corps, shine a light on the wider work of The Salvation Army.
- No building or admin spend: Funds cannot be used for property, maintenance, bills, or equipment.



Our corps and local fundraisers take on the challenge in many ways - from organising bike rides, cake and craft sales, tea parties, concerts, fashion shows, fun runs and supermarket and door-to-door collections, and by connecting with their local schools, community groups and businesses and encouraging them to fundraise.

How to join in with this year's Big Connection

Anyone aged over 16 can join in with this year's Big Connection 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.

If your fundraising is for your own corps, the funds must clearly support your missional purpose - such as social action, community ministry, or outreach and must still be processed as part of Big Connection.

Adding Fundraising to your Corps Activities

Where does the money from your fundraising go?

£1,125

could provide 45 minutes of one-to-one support work for 125 homeless people in our centres to help them make a fresh start in their lives.

£1,500

could pay for 10 survivors of modern slavery and human trafficking to take part in therapeutic and life skills courses - so they can rebuild their lives.

£4,500

could pay for 30 survivors of modern slavery and human trafficking to take part in therapeutic and life skills courses - so they can rebuild their lives.

£5,600

will guarantee that we can provide mentoring as part of our Starfish programme for 8 children, giving essential support for their emotional wellbeing and personal development.

Perhaps there are activities or services within your corps that you already host, but fundraising is not yet a part of them. Transforming your corps fundraising by finding participants to fundraise with you might be as simple as approaching your corps youth group, mother and toddler groups, coffee morning members or corps finance team for fundraising ideas and support.

Create a Fundraising Team

The appeal will need strong leadership, a steering committee of some kind, good administrative support and lots of people supporting it through prayer. Appoint someone or a number of individuals to lead the fundraising effort. It's better if it's not one person's responsibility.

Making Connections

Connect via email, phone or in person with local schools and businesses. Tell them about the fantastic work you are doing in the local area. We are happy to support you in connecting with local businesses and can provide fundraising packs, letters and posters with official Salvation Army branding for you to use.

Social Media

Facebook, X (formley known as Twitter) and Instagram are great ways to promote your services and fundraising.

Why not give the role of posting on social media to a member of the corps or a local volunteer? Or get in touch with the Community and Events Fundraising Unit at:

territorial.appeals@salvationarmy.org.uk

to help you write engaging copy to use. Remember to tag the Fundraising Events Facebook page so we can share to our followers too.

Events Facebook:

facebook.com/TheSalvationArmyEvents

Setting up an event in your corps

Organising fundraising events can be hard work, but it is a valuable way of involving the local community and building meaningful relationships. It also helps raise the profile of The Salvation Army and share about the work the Army is doing in your area.

One effective way to engage with your corps members is by hosting events at your corps. There are lots of events and activities that you can organise to connect with your local community, and raise funds through donations.

It is important to consider how many volunteers you have and how often you can realistically manage smaller and major events. Identify any existing successful fundraising events your corps already organises and discuss how you can raise additional income for Big Connection.

You might consider scheduling a series of fundraising events throughout the year, encouraging corps members to help organise them. These could be ongoing fundraising projects or larger, one-off events such as an afternoon tea or a barn dance.

Whatever the format, remember to make your fundraising events enjoyable and to include entertainment and refreshments. Fundraising events are not just about how much you raise. They are also about bringing people together, connecting and building deeper relationships, all while helping provide essential local support services for the people we care for.



Big Connection Fundraising Ideas

There are plenty of ideas out there and here are just a few that many of you have already organised: concerts, quiz nights, flag days, garden parties, supermarket collecting, line dancing, talent nights, silent auctions, fashion shows, sponsored walks, car boot sales, selling crafts, jam and daffodils, and tea parties.

We have put together an A to Z of fundraising ideas for you to have a look at for more ideas and inspiration.

Better Fundraising Ideas is a website which provides numerous ideas as well as advice on how to put them into practice: better-fundraising-ideas.com.

You can also find more ideas on our webpage: salvationarmy.org.uk/fundraise-for-us

Here are some ideas to get you started:

A

Autumn fayre

B

Bag packing at shops

Barn dance

BBQ

Beard shave

Big Tea Party

Book sale

Breakfast morning

Burns Night



C

Cake sale

Car boot sale

Carnival

Carolling

Challenge 100

Charity sale

Children's disco

Christmas events

Christmas sale

Cinema and popcorn

Coffee morning

Colour run

Concert

Craft sale

D

Dinner party

E

Eating competition

F

Face painting

Fancy dress competition

Fashion show

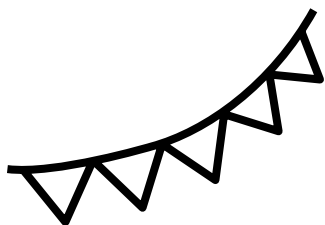
Film event

Fireworks

Flag day

Flower festival

Football holiday club





G

Games night
Garden party
Give something

H

House-to-house collecting

I

In memory donations

J

Jigsaw Puzzle Marathon

K

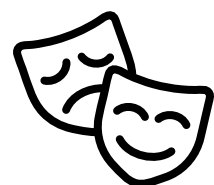
Karaoke night
Knit & stitch

L

Line dancing
London to Brighton bike ride

M

Marathon
Market stall



N

New Year's Eve party

O

Olympics at your corps
Online quiz

P

Pancake day race
Pantomime
Parent and toddler snacks
Piano marathon

Plant sale

Proms night

Pudding night

Q

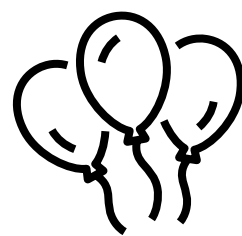
Quiz night

R

Read-a-thon

S

Schools fundraising
Smartie tubes filled with coins
Sponsored bike ride
Sponsored swim
Sponsored walk
Standing day
Street collection
Supermarket collecting



T

Talent show

U

Uniform free day

V

Valentine's Day meal

W

War Cry sales

X

X Factor Competition

Y

Yoga Marathon

Z

Zumba



For even more ideas, ask your corps members which events they would like to attend, or create a social media poll to gauge interest.

Publicity and the Media Team

Our team are here to help you promote your events. We have a Facebook Events Page, where we post about the work of local corps.

We also work closely with the Media and Communications Team to promote stories in *Salvationist*, salvationist.org.uk, Our Hub and the Bulletin. We would love to promote your fundraising events, so please get in touch with one of the team at territorial.appeals@salvationarmy.org.uk

You can also contact our communications team Media Team: media@salvationarmy.org.uk



Suggestions from corps officers

We have built a great relationship with our local supermarket and we also work closely with the local addiction services.

As part of the fundraising the corps runs “Challenge 50”. This encourages members of the corps to raise £50 each as their contribution to the Big Connection. This is through sponsored events, talent shows and other fundraising initiatives.

Profit from selling the *War Cry* magazine is an effective way to fundraise. It makes The Salvation Army visible. When I did this in Essex, I had regular conversations with people who claimed I was the only person they spoke to.

Building relationships with the supermarkets in your area is a good idea.

I feel it is our duty to raise money as Salvation Army soldiers, it is in the Covenant! We are privileged to serve God through The Salvation Army.

In terms of what we do to raise money for The Big Connection, we really try to put an emphasis on the fact that every little bit makes a difference.

My feeling is that corps should focus more on corporate fundraising, which would bring in more income.

Look at historic methods of fundraising not just new ideas. People want the old, traditional ways, not just the new ones.

Collecting guidelines

Money box/bucket collection guidelines: what can I do with the collection box/bucket?

- You can display this box/bucket in your place of work or business.
- You can ask your local supermarket to hold a bag pack or an activity like a static bike ride and take your collection box/bucket along.
- You can use this box/bucket to collect on private land with appropriate permission. For example, your home or a friend's if you are having a bake sale.
- You can use this box/bucket to collect on public land that is privately owned. For example, local open spaces, where the landowner's permission is obtained.

What should I think about when I'm using a collection box/bucket?

- Make sure that the Salvation Army logo is always visible.
- Include a sign alongside the box/bucket with information about your fundraising challenge, so that people know what you're involved in.
- If you're collecting money at a fundraising event such as a bake sale, quiz night or coffee morning, the easiest way to accept donations is by directing people to your online JustGiving fundraising page.

You can [go here](#) to create your own page by selecting the orange 'fundraise for us' button. After you're all set up, you can share your new page on your social media, in emails or texts with friends, family and colleagues to raise vital funds. Please get in touch with us at territorial.appeals@salvationarmy.org.uk if you need any assistance in setting this up.

- Always remember that you are representing The Salvation Army - please treat the public and your location with respect (you can see the Fundraising Regulator's guidelines for behaviour when collecting here: <https://bit.ly/fundguide8>).
- Make sure you stay up to date with fundraising guidance by familiarising yourself with the [Fundraising Regulator](#).
- The collection box/bucket must be in the possession of someone over the age of 18.
- Please be aware of your surroundings and take safety precautions.
- Ensure your box/bucket is secure and never leave cash unattended.
- Bank cash as soon as possible after your collection.

- Please follow our fundraising T&Cs at all times.

What shouldn't I do when using the box/bucket?

- You shouldn't disturb the collection box/bucket seal until you are ready to open the box/bucket. This shows anyone who is donating that the box/bucket is an official collection box/bucket from the charity.
- You shouldn't obscure the Salvation Army logo or change the appearance of the box/bucket. For example, don't write the activity you are doing onto the box/bucket itself.
- You must not shake your box/bucket.
- Don't collect in dangerous, isolated or poorly-lit areas.
- You must avoid causing an obstruction, congestion or nuisance to any members of the public.
- Please do not plan to collect on the street. Local authorities only issue a limited number of collection licences per year, and we need to prioritise these for The Salvation Army.
- We ask that if you're planning to conduct any public fundraising activity during The Salvation Army Big Connection Appeal that you contact us first so we can ensure fundraising activity is coordinated.

Static collections

Static collections involve the use of collection boxes which stay in one place – either on the floor or on counters in places such as shops, pubs, hotels, hospitals and reception areas. You must get written permission of the site owner or those with authority to hold a static collection on the site.

Please follow the below steps when collecting on private property or organising a static collection:

- Request permission from the landowner/site owner.
- Contact us with the details of your collection.
- We will review your request and get back to you within two weeks.
- If your request is approved, we will send you a letter of authority. This letter shows that we are aware of and support your fundraising.
- We will email you a Money Box Label Guidance label for you to print at home and attach to your own secure box/bucket.

If you have any questions or problems along the way, just send us an email to territorial.appeals@salvationarmy.org.uk or give us a call on **020 7367 4819** and we'd be happy to help.

Public collections

Do I need a licence?



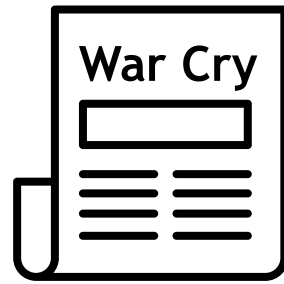
Street collections

If at a Supermarket you need authorisation from the shop or retailers head office.

If on a High Street or residential road you need a licence from the Local Authority.

If in Greater London, you need authorisation from Metropolitan Police or City of London Police.

If in a shopping centre/mall you need permission from the mall management.

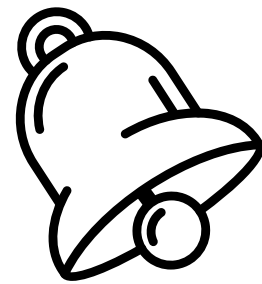


Selling and receiving donations for magazines

England and Wales/Ireland
For most areas, this is not enforced in practice as it is at the discretion of the relevant local authority/ High Street /shopping centre management, but law says charities are required to hold an appropriate licence to sell publications.

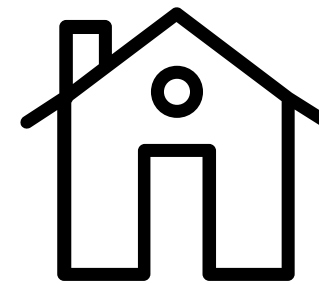
Scotland
No permit /licence is required for sale of/ receiving donations for magazines.

If selling papers in a pub, you need permission from the landlord/management.



Carolling

The same rules apply as in street collections.



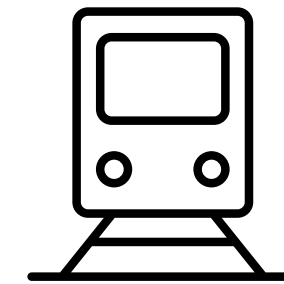
Big Connection House to house

Exemption Orders are in place for whole of the UK and as a matter of courtesy, THQ inform the Councils or Police.

England and Wales
Exemption Order for September and individual collectors need authorised relevant permits

Scotland
The Scotland Office write to Councils annually (three month notice) and individual collectors need authorised relevant permits

Northern Ireland
THQ write to PSNI annually and individual collectors need authorised relevant permits.



Collecting at stations

You must apply to collect at Tube stations at Transport for London. They also allow applications for carol singing and seasonal music in December.

If you are a registered charity and you wish to hold a charity bucket collection in one of Network Rail managed stations, you need to apply to Network Rail ([Application forms on Internet](#))

Please can we ask that all London station applications go via David Powton, DDBA London Central DHQ.

Fundraising dos and don'ts

Door to door a few things to remember:

- Legally, in England, Wales and Northern Ireland, donation envelopes have to be delivered and 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.

Public spaces a few things to remember:

- Don't forget your collection tins!
- Please don't collect any later than 9pm.
- 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 donations unless they're placed straight into a sealed collection tin.
- Please remember to obtain permission from the local authority or relevant Head Office.

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 a good place might be 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.

Things you can do to stay safe include:

- Collecting in pairs or groups, rather than just alone.
- Giving everyone a contact number for emergencies.
- If invited, never go into someone's house without telling another collector first.
- 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/big-connection](https://www.salvationarmy.org.uk/big-connection) 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 Connection Appeal Officer, Marketing and Fundraising Department, The Salvation Army Territorial Headquarters, 1 Champion Park, London SE5 8FJ.

Or send us an email to fundraisingcomplaints@salvationarmy.org.uk or give us a call on **020 7367 4500**

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 Big Connection.

Fundraising Materials and Resources

Our Fundraising Materials

We have a variety of materials to help you fundraise and decorate for your event and resources to use for collecting, including:

- Salvation Army running vests
- Salvation Army hoodies
- Cardboard collection boxes
- Bespoke Big Connection banners
- Big Connection posters
- School fundraising packs
- Big Tea Party packs

Bespoke Posters

The Community and Events Team at THQ can provide you with personalised event posters, so that they will bear the name of corps and the project you wish to benefit.

Top tip: work out how many posters or flyers you should get printed and who will help distribute them. For maximum impact put your posters up in local shops, restaurants, gyms, leisure centres, larger local companies, schools and community centres. Don't forget to put one on your corps noticeboard!

Ask your corps members who are employed to take a poster into their place of work to display on a notice board or to put something on the company intranet.

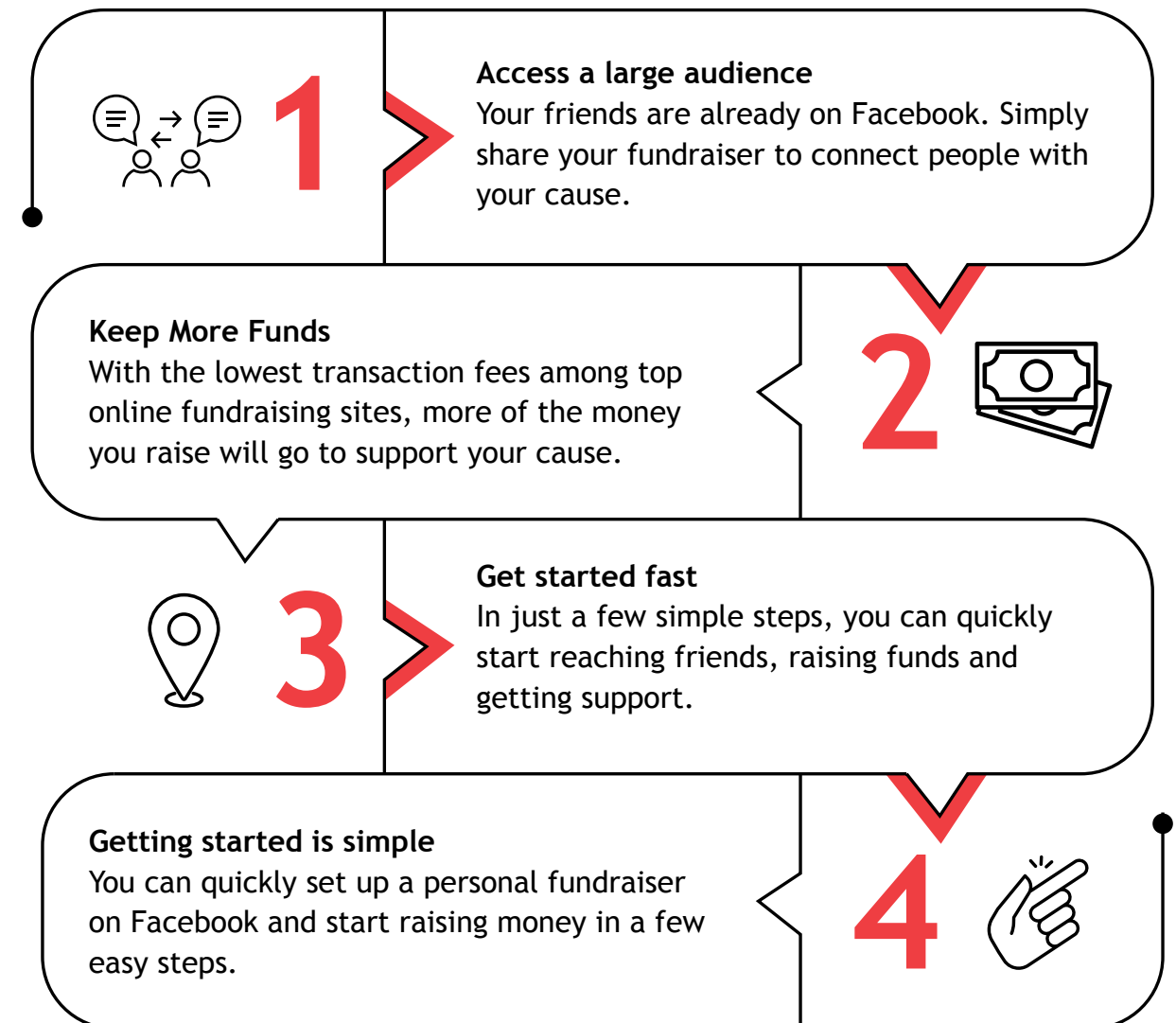
Here is a link to our online shop [Team Sally Army Online Shop](#)

Be inspired! Find even more fundraising activities at salvationarmy.org.uk/fundraise-us

Online fundraising

Virtual fundraising is a great way to raise funds online and you can choose from many ideas such as hosting virtual auctions, mystery box giveaways, social media challenges and selling E-cards.

Facebook fundraising



Create your fundraiser

Visit The Salvation Army United Kingdom and Ireland Territory [Facebook](#), go to [fundraisers](#), then raise money, then you can directly update your fundraising page from here. Describe your cause to help donors understand why you're raising money. Pictures and details help others connect with you and your story.

Share your fundraiser

Let your friends know why you're raising money. Facebook's large network makes it easy to let lots of people know about your personal fundraiser.

Setting up a JustGiving Page

Creating an online fundraising page is a quick and easy way to collect donations. You can set up your JustGiving Page [here](#). Follow the link and click on 'Start fundraising'. All your donations to your JustGiving Page will be directly transferred to Big Connection. Once you have set up the Salvation Army online fundraising page, the Events Team at THQ receive a notification and will be in touch with fundraising tips and resources.

Once your page is set up you can:

- Personalise your page – add a cover photo and write a description;
- Update your page – make posts and share photos of your fundraising journey and event;
- Share your page – take to social media to promote donations.

If you need any help with setting this up, please get in touch:

territorial.appeals@salvationarmy.org.uk or give us a call on 020 7367 4819

Adding Offline Funds to your JustGiving Page

You can still count your offline funds as part of your JustGiving page by submitting them as 'Offline Funds'. You do this by logging into your page, going to 'Edit' and selecting 'Donations', where you'll be able to add in the amount you've raised offline.

Follow the steps [here](#).

Offline Fundraising

If you would rather fundraise offline, we have some resources that may help you. You can find our sponsorship form for raising funds here: [Sponsorship Form](#). You can also get in touch to ask us to send you one of our card donations boxes for collecting change by emailing territorial.appeals@salvationarmy.org.uk.

QR codes

There are two ways of getting your unique QR code for your fundraising page.

1. Go to your fundraising page and add '/qr/' at the end of the URL in your address bar – your page's unique QR code will then appear.
2. Go to 'Settings' on your fundraising page and scroll down to 'Send a QR code'.

What do I do with it?

- You can take a screen shot of it on your phone or on your computer – and then add it to your posters and signs so that your supporters can access your fundraising page.
- If you would like to download the same QR code that we have on the Big Connection resources, contact the team at: territorial.appeals@salvationarmy.org.uk.

Great ways to use QR codes

- Display the code in your charity shops.
- Include your code on collection boxes and buckets.
- Share offline on your publicity materials.

Pay in your Fundraiser

- Funds can also be paid into our secure online fundraising platform here: salvationarmy.org.uk/big-connection
- Find out more about how to make payments for your fundraising efforts here: salvationarmy.org.uk/other-ways-fundraise/how-pay-your-fundraising

Q & A about Big Connection

What is Big Connection?

Big Connection is our longstanding annual fundraising initiative dedicated to supporting individuals in our local communities who are facing crisis or need support.

Why has the name changed from Big Collection to Big Connection?

We aim to build stronger, more meaningful connections between corps, local communities and social work projects – linking your local efforts to a bigger story, that shows supporters how their giving makes a difference both locally and nationally.

How does Big Connection align with our mission?

Fundraising isn't just a means to an end – it's part of how we live out our calling. When we invite others to give, we invite them into the mission of God.

Sharing the Good News of Jesus is not just our responsibility; it is our calling. Through Big Connection, we are not only bringing communities together but also offering hope, forgiveness, and a relationship with God, which can transform the lives of both the giver and the receiver. Our fundraising activities enable us to be “the hands and feet” of Jesus. We share love and offer healing to those who are broken, hurting and hopeless in our local communities. Ultimately, we aim to help people find faith and peace in Jesus while also growing our congregations and embracing diversity.

“The harvest is plentiful, but the labourers are few.” Now is the time to come together—to serve, give, and show God's love in action. The Big Connection is our chance to be the hands and feet of Jesus, united in mission.

By taking part, you're not just raising funds—you're helping build a culture of generosity and purpose, moving from scarcity to grace in action.

How does Big Connection work?

Organise fundraising events, inspire others to get involved, and the money you raise together will support people in need in your area. This could include a social work expression, community ministry, outreach initiative, or services like a Lifehouse or Employment+.

How can I join in with Big Connection?

The appeal runs throughout the year, allowing you to fundraise at times that are most convenient for you, except for door-to-door collections. You'll find inspirational ideas, along with the support and materials to help you, in this toolkit!

How does The Salvation Army use the donations raised through fundraising efforts?

The Big Connection enables corps members and their friends to raise funds from their community for their own mission and ministry, for a local social work expression, or another corps' work they feel aligned to. If funds stay within corps, they must clearly support social action or community ministry.

Whether you participate in a fundraising event or organise your own, or put money into a Salvation Army collection tin, you will directly support our efforts to care for individuals in need in your local area.

Get in Touch!

For more details or to discuss your plans, contact territorial.appeals@salvationarmy.org.uk.



Thanks for choosing to support us



The Salvation Army, UK Territory with the Republic of Ireland,
Fundraising Unit, 1 Champion Park, London, SE5 8FJ



The Salvation Army is a Christian church and registered charity in England (214779), Wales (214779), Scotland (SC009359) and the Republic of Ireland (CHY6399). The Salvation Army Territorial Headquarters, 1 Champion Park, London, SE5 8FJ