

# the big connection

**Raising funds together**  
to help more people who  
need our care and support

**Corps Toolkit**



# Contents

|                                                         |                           |
|---------------------------------------------------------|---------------------------|
| <a href="#"><u>About The Big Connection</u></a>         | <a href="#"><u>4</u></a>  |
| <a href="#"><u>How to join in</u></a>                   | <a href="#"><u>6</u></a>  |
| <a href="#"><u>Fundraising ideas</u></a>                | <a href="#"><u>8</u></a>  |
| <a href="#"><u>Publicising your events</u></a>          | <a href="#"><u>10</u></a> |
| <a href="#"><u>Fundraising - online and offline</u></a> | <a href="#"><u>12</u></a> |
| <a href="#"><u>Collecting guidelines</u></a>            | <a href="#"><u>17</u></a> |
| <a href="#"><u>Questions and Answers</u></a>            | <a href="#"><u>19</u></a> |

The Big Connection has long been a part of our shared fundraising story. Over time it has evolved - from the Annual Appeal, Red Shield Appeal, and Big Collection - to become a way for corps to fundraise in unique, local ways, while contributing to our shared mission as The Salvation Army.

## Here to help

Your contact: Rob Collins, Appeals Officer

Call: 020 7367 4500

Email: [territorial.appeals@salvationarmy.org.uk](mailto:territorial.appeals@salvationarmy.org.uk)

Visit: [salvationarmy.org.uk/big-connection](https://salvationarmy.org.uk/big-connection)

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



FUNDRAISING  
REGULATOR

# The Big Connection

## A new chapter in our fundraising story

Last year, thanks to your amazing fundraising efforts, The Big Connection raised over £240,000. 100% went to help those who were vulnerable or in need, in communities all over the territory.

Corps like yours now have a bigger say in how you can use the funds you raise from The Big Connection. The emphasis is on fundraising to respond directly to the needs in your own community.

Fundraising not only funds mission, it *is* mission. By bringing your community together to fundraise, you can build connections and grow your ministry, in ways that are joyful and meaningful.

### Here to help you

This toolkit is full of inspirational and practical support. It includes some new ideas to engage local people and your corps. Our fundraising team can help you to bring the message of the Gospel into your activities with ideas, resources and bespoke help.

## Save a date



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

|                          |                                                             |
|--------------------------|-------------------------------------------------------------|
| <b>Anytime</b>           | Local corps mission, social work through The Big Connection |
| <b>February</b>          | Overseas work, through Self-Denial                          |
| <b>September/October</b> | ‘Seeding’ of new corps through Harvest.                     |



# About The Big Connection

Together we are The Salvation Army. We reach out to people who are neglected, struggling, lonely and in need. We are here for people on the margins of society too, who feel overlooked or unseen.

The Big Connection has always been about coming together in mission. Now the focus is on corps taking greater ownership, and using this fundraising tool to support their own mission and ministry. You still have the option to fund local social work, or another corp's ministry.

Flexible - three ways to raise funds for mission

1. Your own corps mission - such as after-school club, drop-ins, food bank
2. Local social work - including Employment+, Lifehouse, Family Tracing
3. Another corps' ministry - such as addiction services, Debt Advice Centre

## Shared mission, local calling

You serve in the heart of your community and can see where the need is greatest. You know what could make the biggest impact on people's lives - from expanding a parent and toddler group to setting up a welcome hub for refugees. You can fundraise for what matters most.

Corps tell us how the simple things can often make the biggest impact, and transform lives.



‘Our After School Club provides toast and juice to tens of children - for many it will be their only evening meal.’

‘We deliver toys to over 1,000 children at Christmas to a mixture of children in care or families struggling below the bread line.’

‘Elderly people may not see or speak to anyone all week apart from at our craft mornings.’





## Fundraising is mission too

Just like corps services, from breakfast clubs to Singing by Heart, fundraising brings people together. It's a way of making and building connections, and introducing people to God along the way.

We know that Jesus and St Paul put a great emphasis on both almsgiving and fundraising. It has been said that Matthew 19:21 is the greatest fundraising ask of all time:

“ ‘Jesus said to him, ‘If you want to be perfect, go, sell what you have and give to the poor, and you will have treasure in heaven; and come, follow me.’

All of us are called to the joy of sacrifice, and we are bound to share that transformative experience with others. By responding to the needs in your own community, you can engage local supporters in a meaningful way, drawing them closer to your ministry.



# How to join in

You may host lots of activities or services within your corps already, but perhaps fundraising is not yet a part of them. Getting started may feel daunting, but it may be as simple as approaching your corps youth group, parent and toddler groups, coffee morning members or corps finance team for fundraising ideas and support.

Anyone aged over 16 can join in with this year's Big Connection. Corps and local fundraisers get involved in many ways - from organising bike rides, cake and craft sales, tea parties, concerts, fashion shows, fun runs and supermarket collections.

You can decide what works for your corps, and there are ideas to help you on pages 8 and 9. These include some exciting new ideas and opportunities for 2026.

## Every pound counts

- George from Kirkcaldy corps ran 10k to raise £529.20 for youth work in Fife
- Southampton Sholing corps café raised £298.77 to support Booth Centre Lifehouse
- Strood corps raised £178.00 from a summer fête for local gardening projects



‘The Big Connection is a chance to give back locally. Keep it simple and get your community involved.’

**Ruth Hardy, Community Coordinator**

## Four key points about The Big Connection

1. You choose where the funds go - your own corps mission, local social work, or another corps' ministry.
2. If you're raising money for your own corps, mission alignment is essential and you must support social action, community ministry or outreach.
3. Fundraising isn't simply a means to an end. It's part of how we live out our calling to love and serve. When we invite others to give, we invite them into the mission of God.
4. Shine a light on the wider work of The Salvation Army. Together we've been helping people for over 160 years, through our practical Christianity.

# Fundraising ideas

Whether you need support in motivating your corps to get involved, with publicising your events or collecting funds, our community and events fundraising team is here to help you. You'll find their contact details on the inside front cover.

## Start by considering the four Ps

**People** - it may be a good idea to appoint someone or a small group to lead your fundraising activity. They could ask others to help, such as volunteers, members, service users and support from the community and events team at THQ.

Creating a positive fundraising culture can bring out talents in people, that they didn't know they had. Helping to organise and publicise events can help members of your congregation develop new skills and grow in confidence and self-esteem.

**Participants** - think about who you may approach to take part in the fundraising. It could be members, service users, the general public, community groups, local businesses, schools and others.

**Publicity** - you could consider social media, word-of-mouth or via corps activities. There is more about this on pages 12 and 13. And you can read about resources available too.

**Paying in** - consider how will you collect donations, for example cash, online or other.

## Decide what event/s to do

We have so many tried and tested fundraising ideas to inspire and engage local people and your corps. This year, we're highlighting some new ones too. These tie in with our theme of Fundraising as Mission and are spiritually transformative, as well as fun and community led.

**NEW** Sponsored 'phone fasts' - the idea is to ask people to give up their mobile phone for a day or even a week to raise money for local mission. It is a great challenge for both younger and older people, encouraging everyone to live in the presence of God rather in a virtual world.

Here's what you could say: 'Could you give up your mobile phone for a day or even a week? How about using the hours spent on your phone to keep a diary of the experience? What would you do instead of reaching for your phone to get a 'quick fix'? How has being without your phone transformed you? Why not do it as a family or as a group?'

**NEW** Sponsored Litter Pick - What could be a better endorsement of the Gospel than the site of a group of children and adults picking up litter in their local area in Salvation Army bibs? This is an activity which builds social responsibility as well as being a bit of community fun. You could ask local businesses to sponsor you, while at the same time providing a service.

**NEW** Sponsored Graffiti-Clean. Similar to the Litter Pick but even more of a way of showcasing our faith and care for the local community.

## Here is our alphabet of ideas to inspire you.

### 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

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

Head Shave,

Hiking challenge

### I

In memory donations

### J

Jigsaw puzzle marathon



### K

Karaoke night

Knit and 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

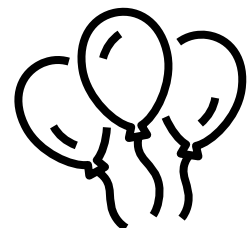
Parent and toddler snacks

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

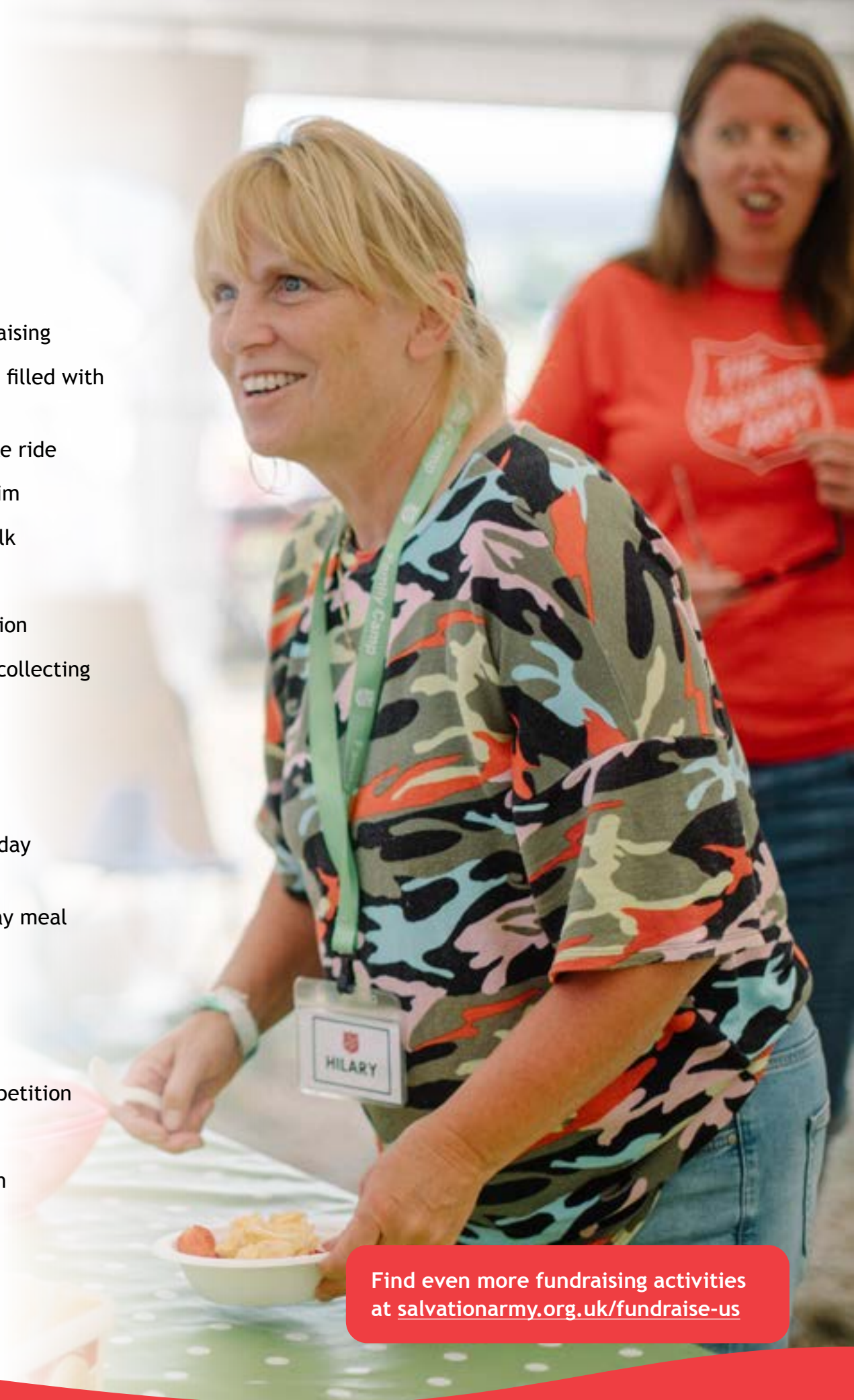
X Factor Competition

## Y

Yoga Marathon

## Z

Zumba



Find even more fundraising activities  
at [salvationarmy.org.uk/fundraise-us](https://salvationarmy.org.uk/fundraise-us)



# Publicising your event

Spreading the word about your fundraising event is important, there are lots of resources you can use. The fundraising and events team is here to support you. It's what they do every day and they would love to hear from you. If you want to share any ideas with them, they would like to hear them too.

Simply get in touch: [territorial.appeals@salvationarmy.org.uk](mailto:territorial.appeals@salvationarmy.org.uk).

## Resources designed for you

You can request personalised posters, with the name of corps and event you wish to benefit. For maximum impact put them 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! Corps members could also publicise events at their workplaces.

### Other resources include

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

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



## DIY materials

This year we are trialling the introduction of a fundraising Canva page. This means you will be able to log on and create your own promotional material using our templates. See more details email: [digital@salvationarmy.org.uk](mailto:digital@salvationarmy.org.uk).

## Bringing it to life

Our video team has been out visiting corps, seeing the wonderful work you do in your communities. Corps share their stories and show how The Big Connection has become more than a fundraiser - it's part of their mission as a corps. You could use these films to inspire and motivate your own corps. Films are available [here](#).

## Specialist support

The fundraising and events team can support you in other ways too.

- Help you promote your events via their Facebook Events Page, where they post about the work of local corps.
- Work with our media and communications team to promote your fundraising stories in *Salvationist*, [salvationist.org.uk](http://salvationist.org.uk), Our Hub and the Bulletin.

You can contact our communications team direct: [media@salvationarmy.org.uk](mailto:media@salvationarmy.org.uk).

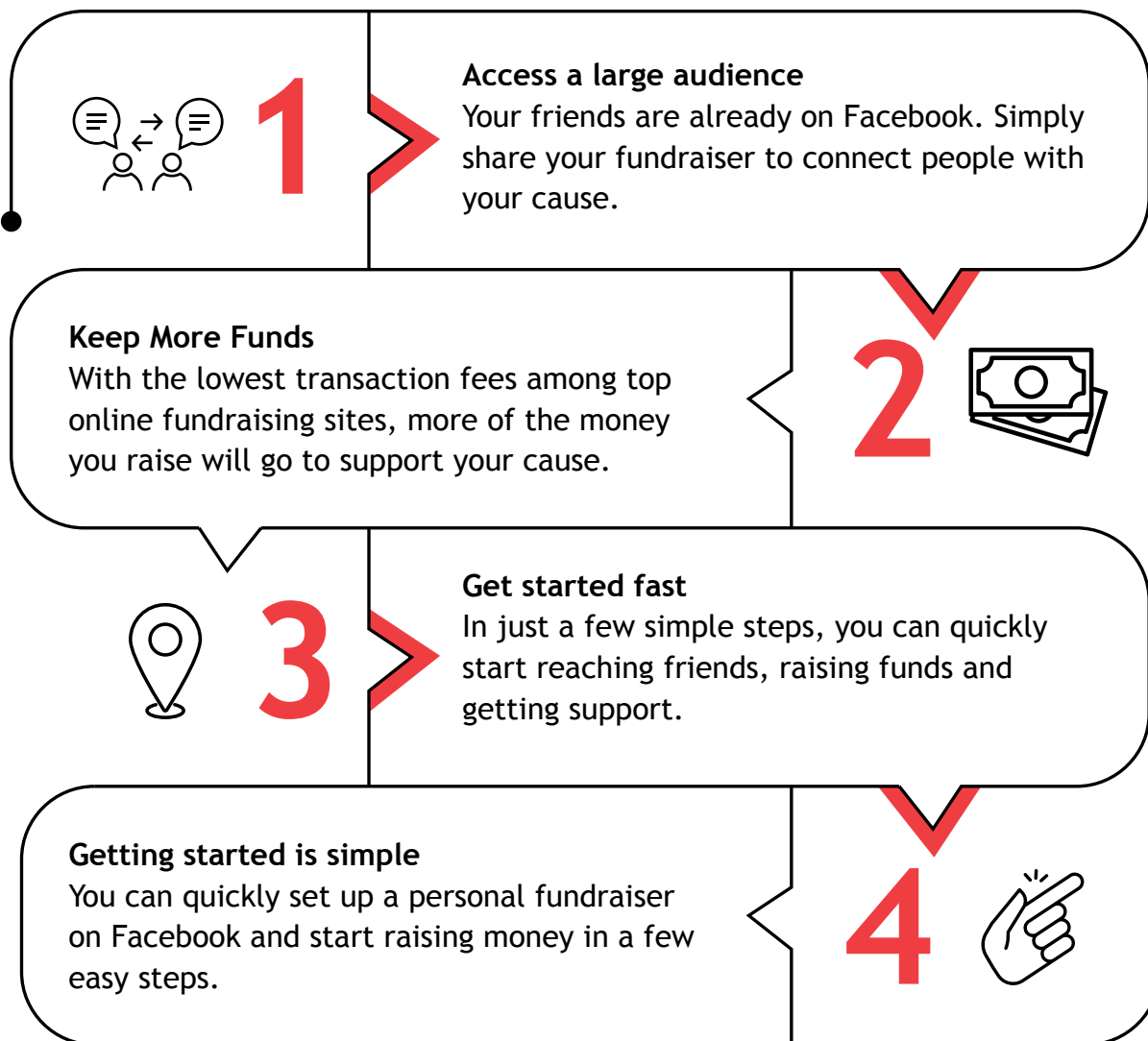


# Fundraising - online and offline

## Online fundraising

Virtual fundraising is a great way to raise funds online. You can reach out to a larger group of supporters outside your geographical area. And you can choose from even more ideas such as hosting virtual auctions, mystery box giveaways, social media challenges and selling E-cards.

### Set up your own Facebook fundraiser





## Create your fundraiser with us

Visit The Salvation Army United Kingdom and Ireland Territory [Facebook](#).

Go to '[fundraisers](#)', then 'raise money'

1. You can directly update your fundraising page from here.
2. Describe your cause to help donors understand why you're raising money.
3. Pictures and details help others connect with you and your story.

## Set up a JustGiving Page

JustGiving is the UK's most trusted platform for online giving. They help people to create an online fundraising page to publicise their events and 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 The 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 people give you cash, you can add it to your JustGiving page by submitting them as 'Offline Funds'.

1. Log into your page
2. Go to 'Edit'
3. Selecting 'Donations' and 'add'

Follow the steps here.

If you need any help with your Just Giving page, please get in touch:  
[territorial.appeals@salvationarmy.org.uk](mailto:territorial.appeals@salvationarmy.org.uk) or give us a call on 020 7367 4819.

# Offline fundraising

If you would rather fundraise offline, we have some resources that may help you.

- Sponsorship forms - find them [here](#)
- Card donation boxes - email [territorial.appeals@salvationarmy.org.uk](mailto:territorial.appeals@salvationarmy.org.uk)
- Posters - see options on page 12.

## Using QR codes to boost your fundraising

You see QR (Quick Response) codes everywhere nowadays. These scannable squares take you direct to a website from your smartphone. You can get a unique QR code to help you fundraise for The Big Connection, whether you're doing it online or offline.

### Online fundraising - 2 easy options

1. Go to your JustGiving fundraising page and add '/qrcode/' 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'.

Tip: Take a screen shot of it on your phone or on your computer and then add it to offline resources you're using like posters, so your supporters can go straight to your fundraising page.

### Offline - 1 simple step

You can download the same QR code that we have on the Big Connection resources, contact the team at: [territorial.appeals@salvationarmy.org.uk](mailto:territorial.appeals@salvationarmy.org.uk).

### Great ways to use QR codes

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

# Two easy ways to pay in your fundraiser

## Two easy ways to pay in your fundraiser

Thank you! We know you put so much effort into your fundraising, so we make paying in donations as simple as possible. Money raised online through Facebook and JustGiving comes directly to us, so you don't need to do anything.

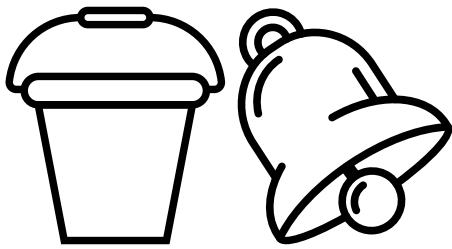
If you receive cash or cheques, here are your options:

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





# Public collections



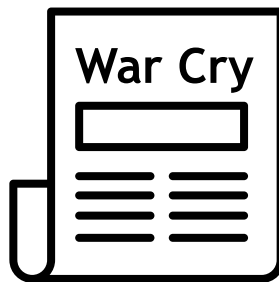
## Street collections including carolling

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.

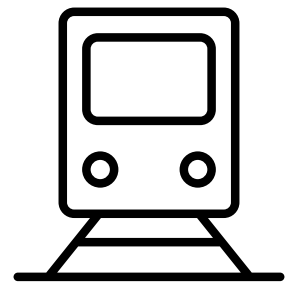


## Selling and receiving donations for magazines

**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.



## 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.

## Door to door

Fewer corps are fundraising door to door, so we no longer have a dedicated section in this toolkit. Please contact us direct for guidance (including useful 'dos and don'ts') at [territorial.appeals@salvationarmy.org.uk](mailto:territorial.appeals@salvationarmy.org.uk).

# 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](mailto:territorial.appeals@salvationarmy.org.uk) if you need any assistance in setting this up. Please follow our **Money box label guidance** if you are collecting cash donations.

- 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>).
- 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](mailto:territorial.appeals@salvationarmy.org.uk) or give us a call on 020 7367 4819 and we'd be happy to help.

# Q & A about Big Connection

## What is The Big Connection?

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

## How does The Big Connection help my corp's mission?

This year, corps like yours have a bigger say in how you can use the funds you raise from The Big Connection. You know your community best and can respond directly to their needs. We've talked to members and know that it's often low-key but high-impact services that can transform people's lives in your community.

There is still the option to fund local social work such as an outreach initiative or Lifehouse. Or you can support another corp's mission you feel aligned to.

## How does fundraising align with mission?

Fundraising isn't just a means to an end, it's part of how we live out our calling. It is mission.

Just like corps services for older people, or parent and toddler groups, fundraising brings people together. Through The Big Connection, we are also offering hope, forgiveness, and a relationship with God, which can transform the lives of both the giver and the receiver.

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?

You organise fundraising events, inspire others to get involved, and the money you raise together will support people in need in your community. You'll find inspirational ideas, along with the support and materials to help you, in this toolkit!

## When is The Big Connection?

The appeal materials are available from late August, but you can organise events whenever it suits your corps. September is the month when we focus on The Big Connection nationally, to create more of a nationwide connection between Corps and between the communities you serve.

## Get in Touch!

For more details or to discuss your plans, contact [territorial.appeals@salvationarmy.org.uk](mailto:territorial.appeals@salvationarmy.org.uk).



**Thank you for being part of The Big Connection**



**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