



Collections Guidance

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Securing a Collection

Get to know your local area and shops, it is often easier to start by talking with independent shops as they have the authority to say yes straight away.

Wherever you wish to collect you must ask for permission from the property owner. For private sites such as stores and event venues, you should contact them directly. You are more likely to be successful if you ask in person when visiting the store, but we have also created some ideas on securing support, these can be found in [Appendix A](#). Take a note of the staff contact and keep for your records or pass to the CFRM for use. Staff in stores can change frequently, so if you have not been successful once, don't be afraid to try again.

Railway station applications must be done through Network Rail or TFL depending on location and your Community Fundraising Relationship Manager can support with this.

Street Collections require additional information to apply, please contact your Community Fundraising Relationship Manager to assist.

We have created a list of suggested venues and a list of what venues Guide Dogs apply to nationally in [Appendix B](#) which we hope you will find useful, it is by no means exhaustive, so if you discover new venues or have more top tips please do share them on our [Facebook group](#)

When is best to collect?

- Annual celebration days such as Valentine's Day, Mother's Day, etc are often good for stores that sell gifts
- Collection dates at end of the month work well as it ties in with when people get paid.
- Local events such as fairs, sports matches, etc are good days to target public transport stations
- If you can't get a street collection, try stores that have a covered doorway where that part of the pavement will be privately owned so they would be the providers of permission to collect
- Commuter times are busy for rail stations, rather than hosting a middle of the day, think about the times that people are travelling for work
- Google can provide an overview of when stores are busiest which can help in deciding the best times to collect. (Search for town and store on Google and it will bring up the picture and map preview on the right hand side. If you scroll down, click on "More about x store", then it should give you a graph of when its busiest.

Preparing for Collection Day

- There is often a minimum age for collectors which varies by local council which must be adhered to
- You must not give children under 16 overall responsibility for handling money or responsibility for counting collected money.
- Dogs and puppies always add to a collection and these can be with Puppy Raisers, working guide dogs or pet dogs (subject to completion of Pet Dog forms). There are permitted time periods for Guide Dogs stock at fundraising events, as shown below, which should be considered when making the rota. The following time frames are guidelines only and should not be viewed as a goal. We should consider that collections could be a new experience for a dog. Sessions should be led by the needs of the individuals with as many breaks as required and take into account the experience of the dog. If it is the first time, they have been in that situation it may be that 10 minutes is sufficient. As with any training or exposure to new situations or environments a gradual program of exposure is essential. Normally the Puppy Raiser is aware of the needs of the dog but if there are any doubts please contact the relevant Puppy Development Advisor for further advise/ guidance. The person should be doing a task that allows interaction with people but allows focus to be on themselves and their dog.

Age of Dog	Permitted Time Period
Under 18 Weeks	Not Permitted
18 Weeks to 5 Months	30 Minutes
5 Months to 10 Months	2 hours with an opportunity to relieve itself and 15 minutes quiet time away from the busy area every 45 minutes
10 Months and over	3 hours with an opportunity to relieve itself and 15 minutes quiet time away from the busy area every 45 minutes
6 Months post-qualification	Maximum 4 hours in 2x 2hour sessions with a rest break of at least 30 minutes

- Speak to the members of your group to see who is available and compile a rota.
- Try to limit the time people are collecting to 2 hr shifts if possible.

Sample rota:

Time slot	Person 1	Person 2	Dog attending?
10-12	Joe Bloggs (FR)	Max White (PR)	Yes, puppy
12-2	Sue Perkins (FR)	Jane Brown (FR)	Yes, FR Dog
2-4	Bob Smith (GDO)	Tom Black (FR)	Yes, guide dog.

- Let people know who they will be taking over from and who is replacing them and when or send out a copy of the rota beforehand.
- Make sure they have a contact number of the Guide Dog volunteer/staff member in charge, for emergencies.
- Check you have all the resources you need, we have provided a list of what is available in [Appendix C](#)
- Let people know if they will be expected to bring along collection tins/buckets or if they will be at the venue when they arrive
- Ensure all buckets are clean, sealed and labelled
- Ensure all collectors have an 'Authorised to Collect' badge
- Ensure registered volunteers have their ID badge where possible
- Ensure you have read the health and safety guidance for collections
- Ensure you have a copy of the current Public Liability Insurance Document.
- Ensure there are Occasional Volunteer Forms available for anyone who is collecting that is not a registered volunteer
- Remember to call the venue a couple of days beforehand to confirm your arrival time and any other details as well as showing how excited and grateful we are for being able to attend the venue.
- Charge your contactless machine - for more information please see [Appendix D](#)
- Inform people what they need to do with the money that has been collected
 - Do they take it and bank it themselves?
 - Will someone be collecting all the tins and banking all together?
 - Will the store be collecting the money and banking? (Sainsbury's)

What if we are struggling for volunteers?

- Consider sharing the collection with a nearby group and banking your own buckets. if you don't have a contact your CFRM can help
- Do you have any contacts at Rotary, Lions, Police Youth Volunteers, Scouts or Guides that could help? (please use the Occasional Volunteer Form for all non-registered volunteers)
- Ask friends and family to support
- Ask if you can pop some buckets on the tills and have 1 or 2 volunteers there to supervise
- Speak to your CFRM

What if we can't cover the whole day?

Don't worry, even manning a collection over a busy lunchtime period can be really successful! Speak to your contact at the store and suggest you come from 11 am-2 pm, they would rather you be there for a short time than not at all. Some stores will also allow unmanned collections.

What if the venue wants us to collect outside and the weather is due to be terrible?

Speak to your contact at the store and ask if you are able to collect inside instead? If this isn't possible, ask if you can rearrange the date?

What if some of our collectors are poorly?

- This can't be avoided, look at asking someone else to cover the shift if possible?
- You could ask the person before to do an extra half an hour and the person due after the absent collector to come half an hour earlier to cover some of the gap?
- Look at shortening the collection, focusing on the busier times

During the Collection

- On arrival at the store, go to the staff contact or Customer Services to let them know you have arrived as you may need to sign in. Ask them where they want you to collect. This is also a good opportunity to ask for a table and chairs, if there is space to have them.
- While regulations do not directly state that you cannot 'rattle your tin,' the Police guidance states that: 'No collection shall be in such a manner as to cause or be likely to cause danger, obstruction, inconvenience or annoyance to any person. You must avoid causing an obstruction, congestion and nuisance to the public. You must not deliberately block the path of members of the public.'
- Unless this is authorised under an agreement with the site, you must not approach members of the public who are:
 - seated, unless the seating is part of a charitable institution's promotional stand; or
 - in queues, unless the queue is directly related to the fundraising activity
- You should treat the locations you are visiting with respect.
- You must not knowingly approach people who are carrying out official duties, such as uniformed officials while they are on duty or people who are clearly working.
- You must not obstruct, interfere with or disrespect members of staff from local businesses.
- Ensure all collectors wear an authority to collect badge or it is on their bucket.
- Only use approved and branded Guide Dogs collection tins and buckets and ensure they are sealed using the reseal label with all relevant information completed and affixed to the collection device.
- Make sure there is water available for dogs.
- Have your copy of our One Voice Booklet with you, its full of facts and figures should you have any questions from the public.

- When collecting on the street, do ensure you follow the guidance provided by the council which may include rules on how far apart your collectors need to stand and how many people can collect at any one time. If collecting in a store, the manager will make you aware of the maximum number of collectors allowed.

Maximising Every Opportunity

Top Tips from Sandi, Kingston Upon Thames Fundraising Group

- Introduce yourself to the contact at the venue and thank them for allowing Guide Dogs to come along.
- Speak to staff and let them know you are there and that they can come over and say hi to the dogs and volunteers.
- Ask them if they would like a life-size dog to be placed in the store.
- Use the QR code associated with your local branch, print onto A4 and laminate, so people can see it. Speak to your Community Fundraising Supporter Care for support if you don't have a QR code.
- Have a table of GD merchandise to sell (if allowed).
- If there is not enough space to have a table for your products, use clips on the side of your bucket with a bag on each side with small items in e.g. the £2 nail files and the £1 paw pin badges, maybe even have a spare bucket with a few of the soft toys in at your feet. Always get permission for this first.
- Get them involved with cake sales etc. Think Great Guide Dog Tea Party.
- Talk to stores about Guide Dogs Appeal month in October and how they could get involved
- Some shops simply can't accommodate a collection but may be happy to donate a prize or a gift voucher to be used in a raffle
- Covid19 has brought communities closer together but it has been hard for some shops, so approach those that have done well during this time
- If your group uses social media, link with businesses that help you to promote and thank them.
- Use social media to let people know when and where you are going to be in advance and always follow up with a post saying how you got on and thanking the community
- If appropriate ask them if the company chooses a charity of the year and enquire about the application process

At the end of the Collection

- Thank the store and let them know you will let them know you will confirm much was raised and send a certificate for them to display
- Sign out if necessary.
- Complete a returns form if required by the venue
- Ask if you can book now for your next collection?

Appendix A - Collection Requests

Collection Requests

If you are approaching stores for a collection, please note that we contact Tesco centrally in England, Wales and Scotland and the CFRM can support applications in Northern Ireland. December has historically been a free month for Tesco managers to allow charities of their choice to collect so do speak to your local stores to ask for a December Collection.

By far the most effective way of securing a collection is by asking in person or over the phone, as you can communicate on a one-to-one basis.

Letter

Ask for the name of the Community Champion/Charity Champion and address the letter to them. Hand delivering the letter to the customer service desk is the most effective where possible. Posting a letter to stores can be costly and your letter may not get to the right person.

Email

Before emailing please check with your CFRM as we do contact a number of supermarkets via email, this doesn't mean you can't send an email to them to request a collection, we just need to make sure there is an appropriate amount of time between communications.

Telephone

Call the store and ask for the Community Champion/Charity Champion. Explain you are a volunteer calling from Guide Dogs and would like to book a collection if possible.

The Asks!

You can either use these asks in a hand-delivered letter or email or even just have them in mind when popping into a store or ringing up and asking for a collection.

- The first thing we want to be asking the store is if you can book a collection date? You may suggest to them that it is later in the year but securing a date at this point would be great.

- If they are still not allowing collections suggest you pencil a date in for October for Guide Dogs 90th Birthday month
- If they are not ready to allow collections in store you could suggest a day when they pop Guide Dog buckets on the tills or would be happy to have a life-sized dog in the store.
- Would they consider a used bookstall with one of our collection boxes? These are quite popular in many supermarkets.
- If neither of these options is available ask if it is ok to contact them again in a couple of months.

Other ways stores can support:

- Could they display a poster on the community board for Tea Party, Walk your socks off, Guide Dog Appeal, or Volunteering Opportunities?
- Are they happy to allow trainers into the store with trainee dogs?
- Are they happy for Puppy Raisers to bring the pups into the Store?
- All of the above will create more visibility for Guide Dogs and help build great local relationships

Appendix B - Venue Ideas

Retail Venues

As well as thinking about approaching Shopping centres or retail parks, there are many stores that we can collect in too. The list below shows ideas of retail stores to approach

- Aldi
- B&M
- B&Q
- Booths
- Boots
- Boyes
- Coop
- Costa
- Curry's
- Dunelm
- Family Bargains
- Farmfoods
- Food Warehouse
- Halfords
- Harbros
- Heron Foods
- Hobbycraft
- Home Bargains
- Homebase
- Iceland
- John Lewis
- Lidl
- Jollies Pet Store
- Marks and Spencer
- Matalan
- Morrisons
- Next
- Pets at Home
- Poundland
- Poundstretcher
- Sainsbury's
- Smyths
- Staples
- Starbucks
- Superdrug
- The Range
- TK Maxx
- Waitrose
- Wetherspoons
- Wickes
- Wilkos
- Service Stations
- General:
 - Country Stores,
 - Garden Centres,
 - Local independent retailers

Entertainment Venues

Entertainment venues often have high footfall which makes them great places to host a collection, we contact football clubs nationally on your behalf but here are some other ideas of venues to approach:

- Cinemas
- Theatres
- Festivals
- Theme Park
- Concert Venue (remember the open-air ones too!)
- Bingo
- Rugby Clubs
- Cricket Clubs
- Ice Hockey Clubs

- Sports Centres

Transport Venues

Some transport venues allow collections and are great for engaging with commuters, shoppers, and holiday makers. Think about approaching:


- Train Stations
- Underground stations
- Bus stations
- Airports

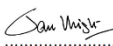





Outdoor


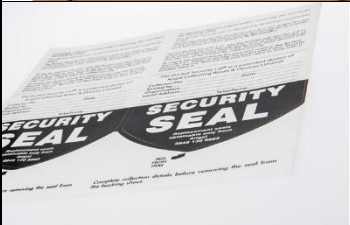

Collecting outdoors can be lots of fun, think about approaching:


- Local council for street Collections
- Show grounds
- Local fairs and fetes
- Farmers Markets
- Antiques Fair
- Car Boots Sale
- Post Offices
- Garages

Appendix C - Resources for Collections

Item Image	Order Number	Description
	<p>11 70 03</p> <p>Come in rolls of 500 stickers</p>	<p>Flag Emblem Stickers</p> <p>Small round Stickers for groups to give out at collections and speakers to hand out at schools</p>
	<p>11 71 02-A</p> <p>Separate thank you labels 11 71 02-A3</p>	<p>Blue Guide Dogs collection bucket. Comes with cable ties and thank you label.</p> <p>(wraparound labels must be affixed prior to use)</p>
	<p>11 71 02-A2</p>	<p>Additional Cable Ties for use with blue buckets</p>
	<p>11 71 02-B</p>	<p>White Collecting Bucket (larger than blue bucket).</p> <p>Plain white collection buckets for branches to use at collections. Wrap around and reseal labels need to be ordered separately</p>

		and must be attached before use.
<p>Public Charitable Collection Collector's Authority</p> <p>Name:.....</p> <p>Signature:..... Is authorised to collect on behalf of The Guide Dogs for the Blind Association on:</p> <p>Date:.....</p> <p> Tom Wright CBE, Chief Executive</p> <p>Signature of local organiser:.....</p> <p>No person under the age of 16 to collect in the streets.</p> <p>The Guide Dogs for the Blind Association Registered office: Hillfields, Surpfield Common, Reading, RG7 3YG. A charity registered in England and Wales (229417) and Scotland (SC038979) 3036 03/18</p> 	<p>11 73 01</p> <p>Version 3036 03/18</p>	<p>Authority to Collect Badges</p> <p>Tags to attach to collecting bucket to show that a volunteer is an authorised collector. These must be completed and attached to each individual's bucket or person.</p>
	<p>11 80 03</p>	<p>Street Collecting Box Reseal Labels</p> <p>Stickers for branches to seal the top/bottom of street collecting boxes.</p>
	<p>11 90 00</p> <p>Regional stock available</p> <p>8422</p>	<p>Street Collecting Box Wrap-round label</p> <p>Stickers for branches to wrap around street collecting boxes. (These are smaller than ones for normal CTBs).</p>
		
	<p>12 05 02 Med</p> <p>12 05 03 Large</p> <p>Regional stock available</p>	<p>Tabards</p> <p>For volunteers to wear at events to identify them to the public</p> <p>This stock is being run down in favour of lightweight tabards - see below</p>

	<p>12 06 02</p> <p>Regional stock available</p>	<p>Lightweight Tabards</p>
	<p>11 80 04</p>	<p>Bucket Lid Security Seals</p> <p>Seals for White collecting buckets</p>
	<p>11 80 05</p> <p>Regional stock available</p> <p>8422</p>	<p>Bucket wrap-round label - English</p> <p>Stickers to wrap around the collecting buckets (2 per bucket)</p>
	<p>15 01 00</p>	<p>Tablecloth</p> <p>Blue 8ft x 6ft</p>

		DCLGE DCXLGE	Fundraising Dog Coats Available in Large and Extra Large for dogs that have completed the Pet Dog Assessment Fundraising group item that can be loaned to pet dogs attending fundraising events. Order from Atherton.
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For regional items, use stock codes followed by the reference letters required below:

- English - E
- Northern Ireland - NI
- Scottish - S
- Welsh - W

Appendix D - Contactless Devices

As the world becomes more of a cashless society our contactless machines have become an important way of taking donations/ payments.

Guide Dogs currently uses two contactless devices:

Goodbox Mini



The Goodbox Mini is a contactless and chip & pin payment device with full connectivity and offline transaction capability. A spare battery is included with every new device

They are sim-based devices meaning they do not require Wi Fi or mobile connection to take payments. They accept: Mastercard, Apple pay, Google pay and VISA. A transaction fee of 2.5% is taken by Goodbox for each payment made via the device (from Guide Dogs not the card holder).

Unfortunately, the Goodbox devices aren't accessible to people with a vision impairment however we are working with our supplier on this.

PayPal Here



These devices work through an app on a mobile phone using phone's 3G/4G. A volunteer from the fundraising group will need to use their own mobile phone. You will not be able to use these devices if you have no mobile signal. As these work through a personal mobile phone, they are accessible devices and suitable for people with a vision impairment.

Is your group new to contactless machines?

If your group would like access to a contactless machine or be added to the waiting list for a new device, please contact your Community Fundraising Relationship Manager. If you only need occasional use of a device, it may be possible for you to borrow an existing contactless machine from a group within your local area. Please speak to your Community Fundraising Relationship Manager for more information.

We are continually looking at the demand for both machines and there may sometimes be a waiting list.

If your group wishes to use a contactless machine, full training will need to be completed by the group member responsible for homing the device (or borrowing a device from another group) and they will be responsible for sharing that information with any other users.

Does your group already have a contactless device?

We appreciate that it may have been some time since using your device at a collection/event. If you would like refresher training contact Supporter Care.

You should already have the following resources to accompany your device, if you haven't contact Supporter Care:

- Cardboard cut-out dog
- Badges

Other resources with limited stock:

- Dog Coats (with pouch to house contactless machine) - Limited stock

- Contactless card posters (A4/A5)
- Tabards

Other resources in development:

- Lanyard/machine holder wallet - in development
- Sticker holders - in development

If another group asks to borrow your device, please ensure it is either hand delivered/collected or sent via a 'signed for' delivery to a secure address where it is guaranteed someone will be there to accept the delivery.

Trouble Shooting/Quick Start Guides

We have produced a troubleshooting/quick start guide when using PayPal Here and Goodbox Mini devices which are available from Supporter Care

Storage/Sharing of devices:

- Please let banking@guidedogs.org.uk know if you are passing the device to another group or if the named holder for your device is changing
- Keep the device locked away securely when not in use
- Never leave the device unattended
- Don't let anyone external to Guide Dogs check your device
- Loss of a device should be reported to your Community Fundraising Relationship Manager right away

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End of document