

# How to hold a collection



A national charity since 1911

## Thank you for holding a collection on behalf of Action on Hearing Loss

We hope you find this guide useful so your collection goes well. Most importantly, we hope you have fun because, whether you're collecting on the street or in a private venue, enthusiasm is definitely the key to success.

We're here to help, so please do contact us for more information and for anything you might need for your event, from T-shirts to collection buckets.

### Our handy hints for buckets of success

**1** Recruit family, friends and local supporters to help you. Encourage everyone to smile and engage the public with a 'hello' or 'good morning' or 'afternoon'.

**2** Make sure our branding is clearly visible on your collection tins and buckets so people know you're collecting for Action

on Hearing Loss. The buckets should be sealed shut with a special charity seal.

**3** People may have questions so be prepared with a few key facts about the charity. We can help you with this.



**4** Remember to thank everyone who donates, however large or small the amount.

**5** Don't shake your buckets. As nice as the sound of jangling money is, it's not allowed.

**6** Please don't put yourself at risk. If someone tries to take the bucket, let them have it.

## Our tips for a street collection

**1** If you're holding a street collection, you will need to obtain a licence from your local authority (or the Metropolitan Police if you're in London or, in Northern Ireland, the local station of the Police Service of Northern Ireland).

**2** Wherever you are, make sure you apply in plenty of time as it can take several months for a permit to be issued.

**3** When you apply, check with the local authority what the maximum number of collectors you can have and whether there are any age restrictions.

**4** Check your local authority's terms and conditions. Some may ask for a risk assessment and a returns form after the event detailing how much you raised.

## Our tips for collecting at a private venue

**1** If you plan to hold your collection at a private venue, such as a shopping centre or rail station, you must obtain permission. We advise checking the website and getting in touch with the charity contact, if listed, or the manager or owner of the private venue.

**2** Please comply with the terms and conditions of the venue where you are collecting – for example, sign in or out as you arrive and leave.

**3** After the collection, say thank you and let the venue know how much you raised – you might want to collect there again!

## After the collection

Open and count the contents of your collection tins and buckets in the presence of two other people.

Send us a cheque made payable to Action on Hearing Loss, or contact the team for our bank details.

Take care when transporting the money. Try to use a safe route and make sure you have someone with you.

**Thank you for supporting Action on Hearing Loss.**



**For all your fundraising materials, please contact:**  
**[community.fundraising@hearingloss.org.uk](mailto:community.fundraising@hearingloss.org.uk)**