

A small illustration of a yellow shopping basket overflowing with a large pile of gold coins.

## *Tips for holding a successful supermarket fundraising collection for OCD-UK*

**Supermarket collections are a great way to raise both the vital funds needed to help keep OCD-UK running, but also to raise awareness of the illness. The collections are only possible with the help of our team of volunteers, and we would be delighted if you would consider organising a collection in a supermarket near you.**

The key to success for a successful supermarket collection is preparation, and of course the ability to be pleasant and approachable, whilst wearing a smile during your fundraising collection.

### **Before your collection:**

**1.** First you must identify a busy supermarket where you will be able to host a collection, and where there is sufficient space for you to position yourself at the main entry/entrance points to the store.

**2.** You then need to confirm a date with your chosen supermarkets, for example you may wish to hold a collection at one store on a Friday, and then another local store on the Saturday. Most stores are booked for collections many weeks in advance, so be aware that you may have to wait a while for a free day, but this time can be used to plan your collection in advance, and recruit other OCD-UK volunteers to support you on the day.

The procedure for arranging your date should be initially to contact the store manager by letter, ideally on OCD-UK headed paper, this must include details about the charity and why you want to hold a collection (we can provide you with a template letter).

**3.** Contact OCD-UK to inform us about your collection plans, and dates and we can then arrange to send you the tools and materials that you will need for your collection, these include display stands, t-shirts, collection tins, leaflets, badges and wristbands to sell as fundraising tools and fold up tables if needed.

**4.** Read up on the work of OCD-UK, and about the condition so you can answer questions on the day. We will provide you with leaflets to pass out to anyone wanting more information.

**5.** We recommend at least two people be at the collection area at any one time, you can collect with family and friends or we can advertise through our website and members magazine for volunteers in your area to help you in your collection. If you can get enough support, draw up a rota split into 2-3 hours per shift and send it to all those involved, so that they know when to be at the supermarket. The supermarket may also wish to know the names of who is collecting at the store. Also arrange for at least one other volunteer to help you check, and count the money to be banked on the next working day.

**6.** Double check with your volunteers a few days prior to your collection to ensure they are still available and know what time they're expected and contact the store to ensure they are still expecting your team. Also be sure to ask the store about rules, if there is a minimum age for collectors and how many people can collect at any one time. Also, be sure to check if there are any car parking rules to ensure you're not clamped if parking all day.

**7.** Ask your local bank for money bags, and give them the date that you will be returning to bank, this is in case they have a particular time they want you to come to the branch, because the money bags will all need to be checked which takes time.

### **On the day of the collection:**

1. On arrival at the store, first go to the customer service desk, they will usually ask you to sign in and collect a visitor badge to wear. You may also need to sign out on leaving. You may also need to get all collectors do this throughout the day.
2. Set up the collection area with the materials provided, and be sure that you are all wearing your OCD-UK t-shirts to show who you are collecting for.
3. Be sure that all your volunteers are aware what they must do with the collection tins at the end of their shift, you may wish to have one volunteer to just attend at each shift change to take the collection tins and empty them.
4. Ensure you empty your volunteers collection tins, or swap them over if they get too heavy.
5. Ideally keep each shift down to just 2 hours per volunteers so that everyone remains fresh.
6. Ensure your volunteers are not too pushy, shoppers are more inclined to give that way, and do not shake collection tins, this is usually not allowed. Wearing fancy dress may also be a useful tool to attract attention, although please check with the store before hand if this is allowed.
7. Ensure your volunteers do not cause an obstruction, if they do then you may all be asked to leave.

### **After the collection:**

1. When counting monies, make sure that you record the total and all inform all the volunteers of the total raised, and of course notify us at OCD-UK.
2. Count the money into the money bags that your bank provided, be sure to only put the correct amount in each bag, for example only £20 in £1 coins per bag. If you raise a lot of money then the money bags may be quite heavy, so you may need help taking them to the bank.
3. Ask the bank to bank the funds to the OCD-UK bank account direct. Our recipient bank details are: OCD-UK, Royal Bank Scotland, Nottingham, NG1 2JS Sort Code: 16-26-32 a/c 10372998 and ask them to provide you with a receipt, which you will then need to send to OCD-UK along with details of your collection to: OCD-UK, PO Box 8955, Nottingham, NG10 9AU
4. After the event always write to the store on the headed paper, firstly to thank them, and to inform them of the amount raised.

**If you have any questions, please contact us on 0845 120 3778 or email [volunteers@ocduk.org](mailto:volunteers@ocduk.org)**