

HOW TO PLAN A PUBLIC COLLECTION

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STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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THE TEAM

You don't need a large team to organise a public collection but having key roles covered will help it run smoothly.

LEAD COLLECTOR

Responsible for preparing applications for permits and gathering other documents needed (this can take time so start early).

LOGISTICS COORDINATOR

If your collection is out of town, arranges travel and overnight stays.

MATERIALS LEAD

Acquires fundraising materials and gets items there on the day.

MASCOT

Wears fancy dress or a costume – not compulsory but is a good way to grab attention.

THE VENUE

Pick a location with plenty of footfall – town centres, train stations, supermarkets, stadiums, music venues and other relatively small public spaces work well. Then research and arrange for permissions to collect there. Usually, to collect in a town centre, you must apply for a permit from the local council. They may require a letter from your chosen charity or a staff member to apply on your behalf (let us know). To collect on private property, such as a supermarket, you will need to apply directly to the manager or owner. You can visit the site or give them a call to ask who to arrange this with.

London Underground collections

Bucket collections at tube stations can raise significant amounts of money for just a few hours work. Transport for London allow registered charities to book permits online. If you decide to do this, let us know when, and we will see which stations are available and apply on your behalf.

THE RESOURCES

We will provide the following essential resources:

- Amnesty T-shirts
- Collection buckets
- Card readers
- Stickers

Email your request to fundraise@amnesty.org.uk

Carol singing and other themed collections

Collections with a theme or vocal point are always more successful. Carol singing in December is the most popular. They encourage people to embrace the seasonal spirit of giving and keep your energy levels and visibility up! Ask venues if you can sing while collecting. In a public place, you may also need to apply for a carol singing permit.

ON THE DAY

The key to making the most out of collection days is placement and energy. It's likely you will need to follow general rules about where you can stand and what you can do. But consider best timings and try to pick a busy spot where you can be seen early enough for people to get their cash or card out.

Prepare a fundraising pitch – what you'll say to potential donors. The Amnesty logo will be visible on your bucket and T-shirt so it will be clear who you are collecting funds for. So greet people with a smile and a warm 'Good morning' or 'Good afternoon'. Also try 'Donate to support human rights', or other similar phrases. Experiment with different approaches to see what works for you. You can also promote your collection on social media. Finally, make sure you carry your written permissions or permit with you.

AFTER THE COLLECTION

Count your takings as soon as possible. Tell your hosts how much was raised and thank them for making the collection possible. Send funds to Amnesty International UK by BACS payment – contact us for more details on how to do this. Email fundraise@amnesty.org.uk
Call **07827 694 313**