

Fundraising in an emergency – shops

Please follow these guidelines when fundraising for an emergency appeal.

Appeal posters

When you hear we have launched an appeal, put up handwritten emergency posters in your shop window using the emergency poster templates, until the printed appeal posters arrive.

Don't forget to re-order blank emergency appeal posters from the resources warehouse for future appeals – order code 138331 for A2, 138334 for A4. See your resources catalogue for further details.

Collection tins and buckets

Place a collection bucket/tin on the cash desk with the name of the appeal written on it. You can use the new blank collecting tin and bucket labels available from the resources warehouse.

Earmarking donations

Take a note of any donations received for this appeal by marking the donation amount and the name of the appeal on the receipt copy and pass onto the Shop Finance Organiser who will mark the total amount on your weekly shop takings report and enter the amounts on the EPR system. See the Retail Companion Section 5, page 18 for further information.

Gift Aid

Ask donors to complete a Gift Aid form (order code 139014) when giving £5 or more, as this can add 25% to the original amount at no extra cost to the donor.