



How to:

RUN A STREET COLLECTION



RED CROSS ANNUAL APPEAL

What is the Red Cross Annual Appeal and how can you get involved?

Held annually in March, the Red Cross Annual Appeal is New Zealand Red Cross' largest fundraising campaign of the year. It helps us raise awareness, bring in vital funds to support people affected by emergency and conflict, and help vulnerable communities here at home, in the Pacific and around the world. As a charity, we rely on donations to make our humanitarian programmes possible. We reach thousands of people in need every year. Every dollar counts.

Across the country, Red Cross members, volunteers, and employees, as well as community groups, workplaces, and passionate individuals all get behind Red Cross fundraising efforts. People can fundraise for the Annual Appeal in a range of ways – any year-round fundraising events can be held during the appeal – and we also encourage local Street Collections during March.

Street Collections during the nationwide Annual Appeal campaign are an impactful way to grow the visibility of New Zealand Red Cross in the communities we support, while also raising much-needed funds.

You can use this guide to help you organise a successful street collection with your school or community group.

How does the Street Collection work?

Street Collection activities are locally led by collectors, with support from regional Red Cross employees. Local people know their communities best and can book suitable collection sites, organise collectors, and coordinate activities on the day of your collection. A site can be anything from a busy street corner (with council permission), outside a supermarket or inside a shopping mall. Always seek permission before collecting.

You can request a Street Collection fundraising pack that will have all of the necessary items you need to raise vital funds for New Zealand Red Cross by contacting getfundraising@redcross.org.nz.

- 1 Let our friendly Community Fundraising team know you are planning to participate.** Our Community Fundraising Team is here to support your fundraising to help you have a successful and fun event! They will also provide all the equipment you will need.
- 2 Book your collection site and identify high-traffic locations.** Find the busiest local malls, supermarkets, and streets that would be suitable at least a month prior to your collection. You could even ask your local Red Cross shop if you could collect from outside their stores. Consider peak foot traffic times in your chosen site areas, typically, the busiest collection times are between 10am-5pm but this will vary depending on the location. Think of what times people will be going to and from work/school or when people will be shopping.
- 3 Request permission to collect.** Call your desired site/s first to ask for permission to collect. If you want to collect on public streets, contact your local council to request permission. Follow up with an email for confirmation. You can follow our phone script and email template below for ease of planning.



"Hello! My name is *[your name from your school/community group]* and I am organising a collection to raise funds for New Zealand Red Cross' Annual Appeal in March. Could I please speak to someone about booking a collection site at *[location]*"

Hello, yes you are speaking with *[their name or store name]*. How may I help you?

Do you have availability for us to collect donations on your premises on *[date, time period]*?"

Yes, you are welcome to. Could you send me an email with all of your information and dates please?

Questions to ask over the phone when booking

- Q:** Where will we be able to collect?
- Q:** Who am I speaking with? (Note the name of the person who confirmed your permission)
- Q:** Who should we speak to when we arrive on the day?
- Q:** Can I have a contact email address to follow up with confirmation?

Questions they may ask

- Q:** What are you raising money for?
- A:** The funds we raise will support New Zealand Red Cross' humanitarian work including emergency response here and overseas, supporting former refugees, and delivering Meals on Wheels.

4 **Send a confirmation email after your phone call.** It is good practice to confirm your booking in writing and provide a way that they can get hold of you in case any of the details were misheard in the phone conversation.

5 **Print site confirmation.** Save the email and keep any paperwork stored away as confirmation of your booking – you may need to show this when you arrive for the collection. Some places (particularly shopping centres) have rules that you must abide by when collecting. For example, they may require you to have collectors at their centre the entire time they are open, meaning there cannot be gaps in your roster, and you will not be able to choose the time the site opens or closes. Print the rules out along with the confirmation email and keep them handy on the day of your collection.

6 **Organise Collectors.** You will need to organise collectors to be rostered at your collection site for the duration of your collection. Collectors can be friends, family, colleagues, or community members. Children under 16 should be accompanied by an adult. You can use our easy online or printable template included in this toolkit (or your own) to create a roster ensuring all shifts are covered for the collection duration. Email your collectors and ask them to fill the roster in with the times they are available to fundraise. Collection sites typically run from 9am-5pm and the day is split into 1 or 2-hour shifts. Wherever possible, you should roster two collectors on each shift. Not only is this more enjoyable for the collectors, but it's also safer than having a collector working alone.

7 **Organise your supplies and equipment.** Before the street collection, you will need to request one 'site collection bag' per site from our Community Fundraising team. We will send you all of the necessary fundraising equipment. This bag will be filled with all the items you will need for your collection day. You and your street collectors will also need to bring along some items of your own. Use the checklists below to ensure you have everything you will need ahead of the big day!

Top Tip: *As soon as you receive the site collection bag, the collection organiser should put the lid on the collection bucket, and apply a 'security seal' sticker, which will also be included in the bag. This will prevent the bucket being tampered with. Make sure those who are in charge of the site signs their name and number on the seal!*

Collection Organisers will need to bring with them on the day:

- ✓ A copy of the collector roster for the day
- ✓ A fully charged mobile phone
- ✓ Comfortable shoes
- ✓ Weather appropriate clothing
- ✓ Sun protection such as a hat and sunscreen (if needed)
- ✓ Site collection bag with all fundraising items for the street collectors
- ✓ Any other personal items, e.g., hand sanitiser, water, snacks, medications

Street Collectors will need to bring with them:

- ✓ A fully charged mobile phone
- ✓ Comfortable shoes
- ✓ Weather appropriate clothing
- ✓ Sun protection such as a hat and sunscreen (if needed)
- ✓ Any other personal items, e.g., Water, snacks, medications

What you'll find in the 'site collection bags':

- ✓ 2 x collection buckets with lids
- ✓ 4 x Security seals for collection
- ✓ 'Thank you' stickers
- ✓ 2x Deposit bags

If you have any questions, email our Community Fundraising Team at getfundraising@redcross.org.nz



EMAIL TEMPLATE 1: BOOKING A SITE

This template is a guide, please feel free to adjust it to suit your purposes.

New Message — ↗ X

To

Subject

Good afternoon *[Name]*,

[Thank you for taking my call earlier]

My name is *[Your Name]* and I am from *[Name of school, organisation or community group]*.

I am writing to confirm if you would kindly allow our collectors to collect donations at *[Site name]* during the Red Cross Annual Appeal on *[Day, date and time]*.

The funds we raise will support Red Cross' humanitarian work including emergency response here and overseas, supporting former refugees, and delivering Meals on Wheels. We really appreciate your support!

Please contact me if you require further details.

[Sign Off]

Send 🗑️ ▼

[Download this template here:
redcross.org.nz/toolkit-templates¹](https://redcross.org.nz/toolkit-templates)

Downloadable resources and links are at the end of this toolkit

EMAIL TEMPLATE 2: RECRUITING COLLECTORS

This template is a guide, please feel free to adjust it to suit your purposes.

New Message — ↗ X

To

Subject

Kia ora *[Name]*,

My name is *[Your Name]* and I am from *[Name of school, organisation or community group]*. *[Remove if you are emailing people, you already know]*.

I hope you are well. I am writing to ask if you could spare just 2 hours of your time on *[Date]* to collect vital funds for New Zealand Red Cross at *[Location]*. New Zealand Red Cross' annual Street Collection commences every year in March and this year *[Name of school, organisation or community group]* have decided to collect funds and run our own Street Collection.

The money we raise will go towards ensuring New Zealand Red Cross can continue to deliver their life changing programmes. They deliver over 700,000 Meals on Wheels each year, support former refugee families as they settle into their new home, and train domestic Disaster Welfare and Support Teams and International Delegates to assist in times of need.

If you would like to know more about the work New Zealand Red Cross does, then please click [here](#).

So, if you can spare time, we would love to have you. Please fill in the roster below with the times you will be available. Thank you!

[Sign Off]

Send 🗑️ ▼

[Download this template here:
redcross.org.nz/toolkit-templates¹](https://redcross.org.nz/toolkit-templates)

Downloadable resources and links are at the end of this toolkit

ON STREET COLLECTION DAY

Collection Organiser responsibilities

A collection organiser is someone who is leading the fundraising activity and ensures the collection runs smoothly.

- 1 **'Opening' and 'Closing' the collection site.** To 'open' the site, you will meet the first two street collectors at the start of their collection shift. You will greet them, give them their site collection bag, and brief them on what to do including health, safety and wellbeing information. To 'close' the site at the end of the day simply means collecting all of the site collection bags and its contents, including donations from the final street collectors. Please return all borrowed fundraising equipment back to us. You can either post your items or drop them off in person to the address below.

Attn: Community Fundraising, 69 Molesworth Street, Thorndon, Wellington, 6011

- 2 **Brief collectors.** We recommend greeting all collectors at the start of their shift and providing them with a short briefing. Your briefing may include an introduction, what is in the site bag, what to do with the money when collectors shifts are changing over, health, safety and wellbeing information, etc. You may also want to check-in on your collectors throughout the day – this could be a quick phone call, text or visit to the collection site!

- 3 **Empty the collection buckets and bank the donations.** One of your most important responsibilities is ensuring donations are safely and securely deposited at an ASB bank. To find your nearest ASB branch, visit [**the ASB website**](#).²

Collection buckets should be emptied twice during your collection day. Once around lunchtime, and again at the end of the day.

- Swap the full collection bucket with an empty one. Take the full one somewhere private and open the collection bucket by breaking the security seal. Empty the contents of both collection buckets into one of the two ASB banking bags.

Downloadable resources and links are at the end of this toolkit

- Close the empty collection buckets and place a new security seal on them. Half of the security seal sticker should cover the lid and half cover the collection bucket to 'seal' it close. Sign your name and number on the security seal. If the seal is broken before it is returned then talk to your collectors, ask them if they know what happened and report the incident if necessary.
- Each site collection bag contains two banking bags. It does not matter which banking bag you use first.
- Each banking bag has a unique serial number. Tear off the lower portion of the cash bag, noting the time, date, and site from which the funds were collected.

For example:

Collection site	Westfield Mall, Riccarton
Collection date	Saturday 18 March
Morning/Afternoon	9am to 1pm
Banking Bag Serial Number	#1166516



- Deposit the funds at an ASB Bank. There may be two options at your branch or local ATM. If you do not have an ASB branch near you then you are able to take the donations to your nearest Red Cross Shop or Red Cross service centre. To find your nearest ASB branch visit. **ASB Branch and ATM Locator.**²
- You will need to show the cashier at the ASB branch your photo ID to be able to deposit the banking bag. This can be a driver's license or passport.
- Or you could use the ASB ATM Bag deposit machine. Scan your cash bag barcode under the red light, and then follow the steps displayed by the ATM machine.

4 Be available all day. You will need to be available all day in case your collectors need any help at all, to answer any questions, to collect the money buckets, ensure the shift changeover is smooth and fill in any gaps in the roster schedule due to collector sickness or no-shows. There are some handy FAQs below for both Street Collectors and Site Organisers.

Downloadable resources and links are at the end of this toolkit

AFTER YOUR STREET COLLECTION DAY

1. **Report back your banking bag serial numbers.** Record the associated date, time, and collection site and send this information to our Community Fundraising team at getfundraising@redcross.org.nz.
2. **Return the site collection bag.** Post all of the items you have borrowed back to this address: **69 Molesworth Street, Thorndon, Wellington, 6011.**
3. **Remember to thank those who helped you.** Send out a thank you message to everyone who helped organise the street collection and all the collectors.

Thank you for your incredible contribution to New Zealand Red Cross' largest fundraiser of the year!

It is thanks to your efforts that we can continue to improve the lives of vulnerable people across Aotearoa New Zealand, in the Pacific and around the world.

Thank you



STREET COLLECTOR ROSTER TEMPLATE

Sites	Times	Collectors
<i>Corner of Lambton Quay and Willis Street</i>	<i>9:00am - 11:00am</i>	<i>Katy Sheilds</i>
	<i>11:00am - 1:00pm</i>	<i>Sandy Smith</i>
	<i>1:00pm - 3:00pm</i>	<i>Peter Green</i>
	<i>3:00pm - 5:00pm</i>	<i>Chris Bear</i>

[Community Fundraising Toolkit templates](#)¹

Downloadable resources and links are at the end of this toolkit



COLLECTOR FAQs

FAQs

Q: What time do I need to be at my collection site?

A: Please arrive 5 minutes before your allocated time slot so that a handover can be done from either your Collection Organiser or from one pair of collectors to another.

Q: Who do I report to when I arrive at my collection site?

A: You will go straight to your site and meet either your Collection Organiser or other collectors. They will have everything you need for your shift. If your Collection Organiser is running late, do not panic, they may just be coming from other nearby sites if more than one has been organised in your area.

Q: What do I need to bring with me on the day?

A: Please bring comfortable shoes as you will be standing during your shift, bring a water bottle, snacks, a jacket if you get cold and if you will be in the sun please wear and bring sunscreen and a hat.

Q: What do I do with the money when my shift is over?

A: Please ensure the money has been handed over to the next set of collectors coming in for their shift. Never leave the buckets unattended. Your Collection Organiser will come and collect the money twice during the day when they can.

Q: What do I do if I can't make my shift?

A: If you can't make your shift then please cancel by contacting your Collection Organiser 24 hours in advance.

Q: What happens if no one turns up at the end of my shift?

A: Please contact your Collection Organiser, their details should be provided to you.

Q: If someone asks me a question I can't answer, what do I do?

A: If you get asked a question you do not have the answer to, then please direct them to the New Zealand Red Cross website. We will also provide a sheet with some basic answers to simple questions in the site bag.

Q: What do I do if there is an attempted theft during my collection shift?

A: In the unlikely event someone tries to steal a collection bucket, it's important to keep your safety front of mind. If you feel threatened or in danger at any point, let the bucket go. **Do not chase the person, grab the bucket back or attempt to photograph them** as this could put you at more risk. Your safety is much more important than the donations.

Q: What do I do if I am verbally abused or threatened by a member of the public?

A: Direct any specific questions or challenges about New Zealand Red Cross to the website and let the person know there is lots of information there. You can let them know you are just fundraising for New Zealand Red Cross and that you do not have all the information they're after.

If you encounter abusive behaviour, move to a place where you feel safer, e.g. into a more public area with more people around, or somewhere you can put a barrier between yourself and the abusive person. Your safety is most important. If you feel in danger, ask someone to **call 111 immediately** or do this yourself if you are alone and have your phone on you.

When the person has left the scene, you should call your Collection Organiser for support. You're also encouraged to **call 105** to enter a police report.

Q: Can I pick up more than one shift?

A: Yes, you can pick up more than one shift. Please get in touch with your Collection Organiser to let them know of your availability for additional shifts.

Q: Can I collect if I am under 18?

A: Yes, you can collect if you are under 18. You will need parental permission and be accompanied by an adult during your shift. You can provide parental contact details directly to your Collection Organiser.

Q: How do I get involved next year?

A: Please keep an eye on the **'fundraising calendar'**³ on the New Zealand Red Cross website for any future events and find other volunteering opportunities on the website under the 'get involved' tab.



Downloadable resources and links are at the end of this toolkit



COLLECTION ORGANISER FAQs

What to do when the unexpected happens.

Q: Help, a street collector has not shown up for their shift!

A: First, try and contact the no-show. If you have no response, you can call the street collectors from the previous shift and ask if they can stay a little longer or, ask the street collector due to arrive for the next shift if they can arrive a little earlier. If this is not possible, and the other collector does not want to collect alone, you may need to cover the gap yourself. As a last resort, you could temporarily 'close' the site while there are no collectors available.

Q: How do I swap the full collection buckets over?

A: When a collection bucket is full at a site, you will need to go collect the money. Replace the full bucket with an empty one, remembering to put security seal stickers on each bucket with your name and phone number on it. Go somewhere private to empty the bucket into the ASB Deposit bag provided.

Q: Help, it will not stop raining!

A: Before the collection day, try and work out where the 'driest' place is that is close to your collection site. If the forecast is not looking good, make sure to remind your team of street collectors to bring a waterproof jacket or umbrella, layered clothing, and a dry set of clothes.

Be prepared to close the collection site if the health, safety and wellbeing of collectors is at risk due to the weather. Collectors should not be out collecting if exposed to extreme wet, cold, heat or wind. If the weather becomes dangerous, check they have a safe way to get home, or encourage them to shelter at the host site until conditions improve.

Q: Help! One of my collectors has been verbally abused or a theft has taken place!

A: If a volunteer calls you to report theft or abuse (and they're physically ok), check how they're doing and what assistance they need.

For example:

- Reassure them there's no obligation on them to stay and complete their shift. If they'd like to go home, support them to do this safely – they might need you to call someone to come pick them up.
- If they do want to stay, check if they need anything to feel safer, and check in again with them at the end of their shift.
- Help them complete a 105 police report after the event or offer to do this on their behalf if they've told you the details.

Glossary:

- **Red Cross Annual Appeal** – This is the month-long fundraising campaign that raises funds for New Zealand Red Cross' humanitarian work here in New Zealand and overseas.
- **Street Collectors** – Collectors who hold a donation bucket to collect donations from the public.
- **Site collection bag** – This is the bag which is situated at each collection site with all fundraising items needed.

Collector Briefing Guide:

- **Thank you!** We could not do it without your support. The money we raise today will help New Zealand Red Cross support thousands of people impacted by disaster and conflict, at home and overseas. If you need more information about how donations are used, please read our **FAQs**.
- **Do not ask for money or 'shake the bucket.'** Offer a smile or greeting instead and remember to make eye contact.
- **Your health, safety and wellbeing is the most important thing while collecting.** Although unlikely, if someone tries to steal the collection bucket, let them. Your safety is more important than the donations. Please don't try to grab the bucket back, follow the person or take photos of them as this can escalate the situation and put you at risk.
- **If someone becomes abusive and/or aggressive, get yourself to a place of safety** (e.g. where there are more people to help, or by moving behind a barrier) and ask someone to call 111 if you feel in danger. If you're collecting alone, keep your phone on you or close-by so you can call for help if needed.
- [Add any specific health and safety information relevant to the site, e.g. traffic, weather (if area is exposed), stairs, where to safely store any belongings. The host site may also have information they need you to cover with your collectors re hazards and risks].
- **Remember to smile and have fun.** People will feel more welcome to approach you if you seem as though you are enjoying yourself. It is recommended you stand while fundraising for visibility purposes. Feel free to give out the thank you stickers that come in the site collection bag.



ANNUAL STREET COLLECTION

Date:

Time:

Place:

Download Poster Template here:
[Community Fundraising Toolkit¹](#)
[templates](#)

Downloadable resources and links are at the end of this toolkit

All proceeds go to New Zealand Red Cross
in its mission to help improve the lives of vulnerable
people here in Aotearoa New Zealand and overseas.

LINKS AND RESOURCES

- 1 <https://www.redcross.org.nz/get-involved/fundraise/planning-your-fundraising-event/fundraising-toolkit-templates>
- 2 <http://www.asb.co.nz/location>
- 3 <https://www.redcross.org.nz/get-involved/fundraise/fundraising-calendar>