

How to organise a bucket collection

A bucket collection is a simple but effective way for you to raise money to make life-saving research happen, as well as raising awareness of our work in your local area.



Pick a venue

You can hold your collection almost anywhere, as long as you have asked permission. It's best to choose a place where lots of people will be passing by. We recommend:

- At work – Ask colleagues to put their spare change into the bucket at lunchtime, or even sacrifice that morning coffee and give the change to Breast Cancer Now instead.
- Shopping centres and trains stations – These are guaranteed to get you good results during late-night shopping hours and weekends. Check with managers first.
- Half-time collection – If you belong to a sports club ask if you can collect at the game or afterwards in the clubhouse.
- Your local theatre – Particularly if a member of the cast is willing to encourage donations from the audience.
- Local shops – Collections or bag-packs at your local supermarket or clothes shop can work well. Speak to the customer services department or manager about available dates.



Get permission

If you would like to collect in high streets or public areas, you will need approval from your local council or police, depending on where you live. You can visit their website or give them a call; it's usually the licensing department that can explain how to get a permit.

If you are raising money on private property including supermarkets, shopping centres or train/tube stations you will need to seek permission from the Manager or person in charge. Try to get your requests in early and ensure you get your permission in writing.



Order your materials

We have got loads of great free materials to help get your bucket collection noticed. We can provide you with collection buckets, stickers, ID badges, letters of authorisation and loads more. Just get in touch!



Get your friends and family involved!

The more people you have collecting, the more money you can raise to help us save lives from breast cancer. Check your permit to see how many collectors are allowed.

The legal bit



Your safety is our main concern – that's why this bit's here! Please follow these guidelines to keep yourself protected when organising your event.

- Please take care at your collection, fully brief your volunteers and follow all instructions provided by the venue where you're collecting. Collectors must be 18 or over, and wearing an ID badge that shows that they're collecting for Breast Cancer Now. Anyone under the age of 18 must be accompanied by an adult.
- Please keep your letter of authorisation with you during your collection in case you are asked for it.
- When ordering a bucket, we will provide you with seals – make sure you properly seal your bucket before collecting.
- When it comes to counting money put collection buckets in unmarked bags or in a wheeled suitcase.
- It's important to count the money in a safe location and in front of a witness.
- Avoid public transport. If possible, drive to the collection and park nearby or get somebody to drive you home once you've finished.
- When it comes to paying in money you can either pay by bank transfer, cheque or over the phone. Please give us a call on 02070 252 402 for more details or visit our website www.breastcancer.org and search "pay in".





Meet Robert

“I have been a supporter of Breast Cancer Now since my niece was diagnosed with Breast Cancer in 2009. As part of my fundraising I have done regular bucket collections at several supermarkets in Glasgow over the last few years, and now have a good relationship with each of them.”

How long you'll need

It can take anywhere from one-three months to organise a bucket collection, depending on whose permission you need to collect in the area you have chosen, and how many people you have collecting with you.

On the day of your collection you'll want to give yourself around two-four hours. If you want to collect for longer, make sure you take plenty of breaks and empty your bucket regularly in a safe place to stop it from getting too heavy.

Robert's top tips

- ♥ Be organised and plan ahead.
- ♥ Speak to the store manager directly if possible when booking in dates, and make sure you stick to their rules.
- ♥ Smile and enjoy meeting new people, and speaking to them about Breast Cancer Now. If anybody asks you any questions about our work that you're not sure about, feel free to send them to our website or give them our number.
- ♥ Take regular breaks and wear comfy clothes.
- ♥ Be approachable; smile, be friendly and make eye contact with people. Greet people and let them know you're collecting to change the future of breast cancer.
- ♥ Keep positive; some people won't want to donate, so don't pressure them.
- ♥ Stand out! Wearing pink is a great way to get people's attention, pink wigs, feather boas and giant pink shades always help! We can supply free Breast Cancer Now t-shirts too.
- ♥ Place yourself in a busy area where lots of people will pass. Ticket barriers at train stations and shop entrances are good, just make sure you're not blocking entrances or in anyone's way.
- ♥ If allowed, hand out information leaflets about Breast Cancer Now, and give out stickers. People love stickers.
- ♥ Remember to say thank you! Every donation will help us get even closer to the day that breast cancer has taken its last life.



Registered charity no. 1160558 (England and Wales), SC045584 (Scotland) and 1200 (Isle of Man).

