

The Oxfam way

Oxfam tells its collectors to be very vocal. We don't expect a shy volunteer to be able to do this. But we thought you may be able to pick up something from these tips from Oxfam's guide to collecting -

If you don't ask, you won't get. Make sure you ask as many people as you can for a donation. So, as someone walks by:

1. Make eye contact.
2. Say "Help support Oxfam".
3. Smile nicely.
4. Thank them for paying you attention/making a donation.
5. Don't be a wallflower, stand tall and proud, and don't stand in a shop window - stand at least a yard out from it.
6. Keep trying to make eye contact - it's really hard to ignore someone looking straight into your eyes.
7. Smile - it's amazing what a difference it makes!
Staying Power
8. The first half hour is the worst half hour, it takes time for you and the spot to warm up and get into a rhythm.
9. Keep concentrating, keep going. Your attention and energy will flag after 2 hours, so take a (pre-arranged) break. If it's especially hot or cold you may have to cut this to every hour and a half. You do need to give your voice a rest.
10. Break your day down into manageable bits.

Give your CV a boost - to set you apart from the rest

All volunteers accepted and working for Charity Aid will be entitled to receive a reference. We know very well that it's hard enough to obtain work in this current economic environment, so the fact that you have worked for a charity will help you to press your claim for any job you apply for. That's why we know how important it is to have a good reference. Here is a sample of a general reference. This can be tailored to suit each person who volunteers for Charity Aid.

To whom it may concern,

This is to confirm that Patrick McGill has been a volunteer for Charity Aid since October 1st 2012.

During this time he has been responsible for the smooth running of our events. We hold street collections for major charities on weekdays - and weekends.

This work requires a much higher than average level of contact with the public than most jobs and all the team are required to deal with the public on their own initiative. Patrick was able to handle this aspect of the work in a confident and competent fashion. He also showed that he was able to work well as part of a team - travelling and working together - and he was always there to ensure that each event went well and ran smoothly.

He has, at all times shown himself to be honest, reliable, trustworthy, extremely punctual and an excellent time-keeper. In all dealings with the team and the public he has been thoughtful, diplomatic and courteous and has a pleasant manner and dedicated attitude to his work. I would have no reservations in recommending him to any new employer.

Yours faithfully

Peter Quinn,
Chairman of Charity Aid and Managing Director of United Press.

QUESTIONS AND ANSWERS

How often will volunteer collectors be expected to attend?

This is all up to you. Some collectors may only take part in one collection a month. Others may do one a week. It's unlikely that volunteers will attend a lot of collections in a month but your attendance at any collection will be appreciated. We do have several collectors and we hope that for every collection there will be 2 or 3 volunteer collectors. You will probably get to know several of them and enjoy your day out together.

Will I be expected to collect in bad weather?

It's obviously more difficult to stand in rain and snow than mild, pleasant weather. That's why we will be holding a large number of indoor collections inside shopping centres in the winter. However, we will still be holding collections in this kind of weather and if you don't like it - there is no need to attend. The key thing is to dress appropriately.

What should I wear?

When you collect for a charity people regard



□ **Team leader, Fred Skrytek.**

THE MOST IMPORTANT RULE FOR COLLECTORS

We know the winter weather is upon us, but please remember that people need to be able to see from a long distance that you are a collector for the charity. So please wear lots of layers of clothing and put your charity t-shirt on top. Do not wear a coat, jacket or cardigan on top of your t-shirt, even if it's open at the front. If you want to wear a cardigan or coat, put a large charity t-shirt over the top of it. Also always hold a bucket, and if you need to sit down, take a break away from the collection. We know we are asking a lot but where these three rules are followed we collect a lot more.

you as a representative of it. They don't realise that you're a volunteer. So it's important to feel you are representing the charity. Collectors will be wearing a T-shirt or a tabard which bears the charity's name, they will be holding a bucket which also bears the charity's name and there will be a banner in the vicinity which, again, bears the charity's name.

What breaks do I take?

Normally you will set off with the team leader - in his or her car - to a town centre at around 9am and arrive at 10am. They will then ask you to collect for a while. Take any breaks you feel necessary. Please remember that the best time for collecting is at lunchtime so it's always handy if as many collectors as possible are available between 12am and 2pm. For this reason it may be a good idea to take a small break before and after lunchtime. Please ensure that you drink plenty of liquids - and don't allow yourself to get too hungry. The collection will end between 3pm and 4pm and the team leader will take you back. If you smoke, it's best to take cigarette breaks away from the area - especially if you are collecting for a charity connected with health, like a cancer charity. If you are having a cigarette, please go to a quiet area or take off your tabard or T-shirt temporarily, or put a coat over it. This may seem over-sensitive but as members of the public think you represent the charity which has its name on your T-shirt, please be sensitive to the fact that offence could be caused. When you take a break always leave your bucket with the team leader or at the back of the circle. You don't need to use the same bucket all the time. You can use any of them. You will find that most members of the public appreciate collections and enjoy the opportunity to give. There is a significant feelgood factor in even the smallest donation to charity. That's why people do it. But there is always the odd "character" who is critical of charity work. These are normally people who have never been involved in charity work and don't want to support it. They can even be quite vocal in their dislike of charity work but these are very few and far between. So just ignore these people rather than get sucked into any kind of exchange with them. The general public will give you a smile, even if they don't give you a donation. They will appreciate that you are making an effort to do something worthwhile. Very few people have the gumption to get involved in charity work, so you should feel proud of yourself and enjoy your day. You will also find that you are drawn into friendly conversations with members of the public. Unfortunately you may find it difficult to remove yourself from some of these conversations and they may last well over ten minutes. Even though it's impolite to tell people you want to get on with collecting, it may be advisable to do so. Someone who is engaged in conversation with a member of the public for a long period will be easily ignored by bypassers. You will find that if you are drawn into one of these conversations, you don't collect much. Also, please don't wander round in the street. You will find that if you stay in one place you will collect far more than if you move around. Of course, it's always best to stretch your legs every few minutes.

What about chuggers?

Chuggers are people who stop pedestrians to talk them into giving £2 a month to charity. A newspaper survey shows the chuggers get the first £130 from every new donor, but they don't mention that to them. Our new project will hopefully get chugging off local streets and we are campaigning to ban chugging during legitimate collections like ours. But for the time being, ignore any chuggers (it's short for charity muggers) and if they get in your way your team leader will remind them that, unlike them, we have a permit from the council and we will report them if they come near our collection area.

PUT YOURSELF IN THE PICTURE

We have built a website, which is online at ukcharityaid.com. This website tells possible volunteers, council officials and managers of shopping centres all about the work which Charity Aid is doing. If you like, you can be involved in this website. We can include your photo and name on the website so you can refer your friends, family and potential employers to it.



□ Our admin team is awaiting your call - (left to right) Kay, Patsy and Mariam on the front row with Chris, Peter and Fred.

IS THERE A KNACK TO COLLECTING?

Yes there is!

The perfect collector makes eye contact, smiles and says "Thank you" when people put money in their bucket. Youngsters of 13 who may appear unfriendly and surly will prick up their ears and smile when you say "Thank you Sir".

The feelgood factor is important and if someone enjoys the experience of giving, you'll find that you really enjoy the experience of letting them have the opportunity to give - because that's what you're doing.

Also please give lapel stickers freely - even if a

youngster comes up and asks for one and doesn't donate. It's worth smiling and giving them a sticker. You'll be surprised how many come back and throw a couple of pennies into the bucket.

Don't give change. For example, if someone holds out a five pound note and says - "Can you give me £4 back?" say "No, I'm not allowed to".

Here is a list of useful things you may want to have with you when collecting -

Mobile phone	A flask	A bottle of pop
Sandwiches	Suncream	Umbrella
An extra jumper		Comfortable shoes