Your time will help people in their final hours
A handy guide to collecting for the Great Daffodil Appeal

About Marie Curie Cancer Care

Given the choice, most of us would want to die at home, surrounded by the people and things we cherish. In reality, though, most people spend their final days in hospital, which is where they least want to be.

This is why our nurses give free hands-on care to people with all terminal illnesses in their own homes, and vital emotional support to their loved ones. We allow families to make the most of the precious time they have left together.

But the sad fact is, every five minutes someone in the UK dies without the care they need at the end of their life. That’s why we urgently need to reach more people – and why we’re counting on your support.

“Our Marie Curie Nurse allowed us all to get some much-needed rest and quality time together as a family while all Mum’s care needs were looked after.” Patrick Mitchell

About the Great Daffodil Appeal

The money raised by the Great Daffodil Appeal is vital in helping Marie Curie Cancer Care nurse people with terminal illnesses at home in their final hours.

Every March millions of people across the UK support our biggest fundraising event of the year by simply giving a donation to wear a Marie Curie daffodil pin.

Without this support, thousands of families in your area wouldn’t be able to make the most of the precious time they have left together. That’s why your help, and that of all of our Great Daffodil Appeal collectors and supporters, is so important.

Why are the Lions supporting the Great Daffodil Appeal?

In 2008, Marie Curie was Tesco’s charity of the year. As part of the Great Daffodil Appeal at that time, we asked for an army of volunteers to help us fundraise at Tesco stores throughout the UK.

We were thrilled when the Lions Clubs magnificently answered this call and raised more than £130,000. And every year since, Lions Clubs have continued to make a huge difference to the appeal.

In 2011, your clubs helped to raise over £33,000. That’s enough to help us provide 1,650 hours of nursing to people who are terminally ill.

mariecurie.org.uk/daffodil
Now, we’re delighted to say that over the next three years Lions Clubs British Isles and Ireland will be Marie Curie’s first ever Great Daffodil Appeal collections partner.

We hope the presence of Lions members proudly collecting in their tabards will inspire more people than ever to support the appeal and get involved with Lions Clubs in the heart of their communities.

How are Lions Clubs supporting the Great Daffodil Appeal?

Once again, the focus of Lions Clubs will centre on carrying out collections at Tesco stores throughout the UK. The goal is to fill every Tesco collection that is available to us. There’s over 1,000 of them, and that’s why we really do need your help.

You can play a pivotal role in making our 2013 appeal the greatest ever. More collections, with more collectors, mean more people receiving the support they need in their final hours.

Every £20 you collect could provide one hour of hands-on nursing care to someone with a terminal illness in your community. So thank you on behalf of our nurses and their patients for your support.

What happens next?
Your local Marie Curie fundraiser will speak to you about Tesco collections taking place in your area. If it’s appropriate, they may also talk about other local collections you could potentially support.

If you do decide to organise a collection for us, there are a few things you’ll need to consider. These include recruiting people to collect (hopefully starting with your club members), arranging the collection rota, hosting the collection on the day, and counting and banking the money you raise.

To help you get the most out of your day and your collecting tins, we’ve provided a step-by-step guide to organising a collection for Marie Curie Cancer Care. Also, your local Marie Curie fundraiser will give you more in-depth information about your collection and always be there to support you.
Your step-by-step guide to organising a collection

The following information should be provided to the Lions member who agrees to take the lead in coordinating the collection.

**Three steps to a perfect collection**

**Step one: get recruiting** – If you haven't already, make the Lions Clubs partnership with Marie Curie an agenda item at your next meeting. Ask members, prospective members and their family and friends if they'd like to collect as part of the Great Daffodil Appeal.

**Step two: plan your rota** – Think about when will be the best times of the day to collect. Your local fundraiser should be able to help with this. Also try to cover as much of your collection slot as possible.

**Step three: add some extras** – Think of ways to draw attention to your collection before it takes place and during it. The more people who know about your collection, the more money you're likely to raise.

**Countdown to your collection – first things first**

**Get informed**
Your local fundraiser will tell you about any special guidelines and boundaries relating to your collection permit. You should also agree how much you're aiming to raise and how many collectors will help you bring in this amount. This will help you plan your collection rota.

**Plan your collection**
Before you start recruiting your team of collectors, you should:

1. Decide how many collectors you need for each collection point.
2. Consider the best collection times for each location, eg rush hours and lunchtimes.
3. Plan how you'll allocate collecting points and times to your collectors, eg will it be on a first-come, first-served basis?

**Start recruiting**
Once you've decided how many collectors you need for your collection, get recruiting. If you need email templates or leaflets to help you, please ask your local fundraiser – they'd love to hear from you.

To boost your numbers, we may also get in touch about people who are not Lions Club members but have shown an interest in volunteering at your collection.

**Confirming your collectors**

- Remember to re-confirm all collectors prior to the collection day – a quick telephone call is really useful to remind everyone of the day and their shift time.

**Get noticed**
Raising your profile can boost your collection income and help put the spotlight on your club. Here are some ways to get noticed:

- Encourage collectors to dress up. Your fundraiser will provide daffodil hats to add colour to any collection.
- Ask your store manager to promote the collection beforehand so the public know you are going to be holding one.
- Ask your local fundraiser for the special Lions Club press release we've produced so you can promote your collection in the media before or after your collection.
- Use the special Marie Curie poster we've produced especially for Lions Clubs to explain that you're collecting on behalf of our charity.

mariecurie.org.uk/daffodil
Countdown to your collection – final preparations

Check your stock
Your fundraiser will arrange a delivery of all the stock and materials you’ll need for your collection.

Trays of daffodils, collecting tins or buckets, Lions tabards and posters must be used at all collections. They’ll really help to promote the Lions partnership and Great Daffodil Appeal, and hopefully inspire even more people to donate.

Generally, we’ll supply you with:

- A blank collection rota
- Trays of daffodils
- Refill bags of daffodils
- Daffodil hats
- Buckets or collecting tins (with seals)
- A special Lions and Marie Curie partnership poster
- Collector labels for the buckets or tins
- Collector authorisation stickers (for collectors to wear)
- Essential Volunteer Information (EVI) cards (for next of kin and medical information)
- Copies of your collecting permit or a letter of permission
- Pocket guides for collectors
- Counting forms
- Collection paying-in slip(s)

Call your collectors
Make one last call to your collectors, if you haven’t already done so. Confirm the venue and meeting place. It’s important no one forgets this very special occasion.

Hosting your collection on the day

In a nutshell, hosting a collection involves:

- Setting up your hosting space on the day of the collection
- Meeting and greeting the collectors on arrival
- Handing out materials to collectors and checking that they’ve completed an Essential Volunteer Information card
- Collecting all of the materials at the end of the day and thanking everyone for their time
- Counting the money and banking the proceeds

On arrival

- Please introduce yourself to the store manager. Ensure you have your letter of authority and permit supplied by Marie Curie Cancer Care.
- Set up your hosting space and organise your trays, buckets, seals, labels and paperwork.
- Make yourself visible to your fellow collectors as they arrive.

What to do when your collectors arrive

- Introduce yourself and thank them for their support. A smiling face will make them feel at ease and part of a team.
- Ask them to complete an EVI card and put it in their wallet or purse. It’s a requirement that each volunteer has one while they collect so they’re covered by Marie Curie’s insurance. We do not keep these, so at the end of the collection your volunteers are free to hold on to them. If any cards are left with you, please ensure they are shredded for data protection purposes.
- Tell collectors where they can stand and where you will be in case they need you. If you’re happy to, give them your mobile phone number. Or give them the mobile number of your Marie Curie local fundraiser if you’d prefer.
• Encourage collectors to smile but not to rattle buckets or tins.

NB Your collectors are more than welcome to provide information about joining Lions Clubs to any individual they meet who shows an interest in becoming a member.

**Your collector checklist**
Please make sure each volunteer has the following before they go out to collect:

• A collection tray full of daffodils with neck strap
• A sealed collection tin or bucket that’s correctly labelled (see note)
• A collector authorisation sticker
• A Lions tabard
• A pocket guide for collectors
• Your phone number or that of your Marie Curie local fundraiser
• Any props, for example, a daffodil hat
• An EVI card to keep on their person

**Important info about buckets, tins and trays**
Each collector should have their own collecting tin or bucket labelled with their name and unique number. 
Please remember to record the collector’s name and number on the counting form provided by your local fundraiser.

Collection trays can be passed on from one collector to the other. So once a collector has a tray and all of the items listed in the checklist, they’re ready to go.

**What to do when your collectors return**

• Ensure your collectors return their collection boxes and all of the items you’ve given them.
• Thank them for their time, and tell them that we’ll contact them soon to let them know how much they’ve raised.
• Check that the label on every collector’s bucket or tin is still there so you’ll know who collected what when counting the money.

**What to do with the money raised**

**Handling the money during the collection**
It’s a good idea to keep money in the buckets or tins, so you aren’t handling it in public.

**Moving the money**

When your collection is over, move all the money collected to a safe place. Please ensure you follow these safety requirements:

• Don’t transport collecting buckets or tins on your own. Ask another volunteer to help. Try to load the buckets or tins into your car in a place where you’re out of public view.
• If you have more than 20 tins, you need to divide them up for transportation to meet our insurer’s conditions. Ask another volunteer to help transport some of them.
• Please stay safe: in the rare case of attempted theft, please put your own security above that of the money.
Counting the money

We ask that all money collected is counted and banked within two working days of your collection. It is best to do this away from public view.

Following standard charity policy, we ask that someone unrelated to you witnesses you counting the money. And please remember to use the official counting form. This is very important as many councils require us to declare the separate totals collected in each bucket or tin.

How to complete your counting form

1. Record the collection name, eg Tesco, Eastgate, the date of the collection, your name as the collection organiser and your club’s name.
2. Make sure you record the name of each collector and their collecting box number.
3. Count the money in each bucket or tin separately and enter the total in the corresponding column.
4. Once you have counted every tin and recorded each one on the counting form, you and your witness need to sign the form(s) and date them.

Banking the money

Before you go to your bank, it will help if you alert them by phone that you will be depositing a large amount of coins. You might also want to ask where it’s best to park.

1. Use the NatWest paying-in slip provided by your local fundraiser to bank all the income.
2. Return the paying-in slip stub, completed counting forms and rota to your local fundraiser at Marie Curie as soon as possible.

Remember...

Should you need any help on the day of the collection, please contact your Marie Curie local fundraiser. They’d be more than happy to help.

And finally...

Thank you for making a difference. It’s volunteers like you who make our Great Daffodil Appeal truly great.