

TOP TIPS...

Let People know...

The first step is to let as many people as possible know about your appeal.

- Using the press release and letter to parents is a great way to get the word out about your Scouts Appeal; Brian Finney of Hinckley District Scouts says:

"We have used local radio and press who put out requests on a regular basis. I work on the fact that everybody has something we can recycle so ask everybody you meet."

- We also provide you with posters to promote your appeal, take a tip from Jacquie Browne of 5th Farnham Scout Group on how best to use them:

"We asked all the parents, friends and relatives to put posters up at work and we had boxes full from some offices. We also had a large number of new Beaver Scouts starting in September and they were all sent off with a poster and they brought a load in too."

- If you have a website use our web banner to let all your visitors know that they can donate their old phones and cartridges to raise funds for your Group.



Get others involved...

The more people who are collecting for you, the more money your Group will make.

- Sign up as many local businesses as you can. This is the best way to boost your collections as businesses go through much larger volumes of product than individuals. Use the letter to

businesses to let them know how they can help your appeal, sending it to parents' and families' workplaces is a good starting point.

- Kevin Welborn from 13th Doncaster (Tickhill) Scout Group found a unique way to get his community involved:

"At our recent Village Gala, we had a stall - using your large posters as the backdrop - and showing different cartridges and the prices we get for them. This attracted quite a lot of interest and we gave anyone who stopped one of your A5 leaflets. This has resulted in a few more cartridges appearing at the Scout Hut, and we are now saving up for a digital camera!"

Make it easy for people...

The easier you make it for people to get involved in your appeal the more chance there is that they will!

Try and make your appeal as accessible as possible by keeping your collection box in a prominent place in your meeting hall.



Why not create additional collection points around your community by asking local shops to take Scouts Appeal boxes.

- Graham Rice of 281st Birmingham, St David's Scouts advises against being fussy about the products you accept:

"Don't be too choosy about what you take from people. If they bring you items that are not acceptable just smile sweetly and thank them. If you get too picky then people simply won't bother, it's best to be your own quality control."

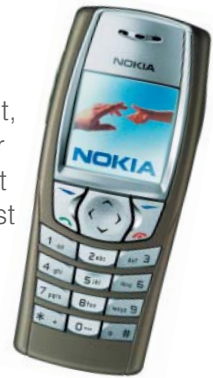


Get creative...

Try doing something a little bit different to get people's attention – and their old phones and printer cartridges!

- See if your community can pass the doorstep challenge – visit local households to tell people about your Scouts Appeal and ask them to donate their phones, PDAs and cartridges on behalf of your Group.

You could ask them to drop off their items at your collection point, arrange to pick them up at a later date or even leave some freepost envelopes so supporters can post their donations direct to Scouts Appeal – just remember to put your account number on them.



- Janet Hide from 15th Chandlers Ford Allbrook & Otterborne Scout Group has this 'handy' advice:

"The Scout Group got really stuck in by hand delivering 5000 flyers to their local area. They also arranged to have 1000 flyers sent out by the church walkers who helpfully delivered them along with their Christmas activities list."

Also, each Scout was given 50 flyers for their parent's workplace. Twelve collection points were also set up in the local Post Office, Pubs, Garage, Nursery, Golf Club, Village Hall and Sports Hall. Parents were also asked to email at least 30 addresses with information on the appeal."

