

HOW TO ORGANISE A BAG PACK



Choosing your venue

First choose a local supermarket that you know can get busy.

Call or visit the store and ask for the contact details of their Charity Representative or Store Manager. You then have the name of the right person to request your bag pack - and follow up with a letter saying you'd like to do a bag pack for Worldwide Cancer Research and why.

We've included a sample letter at the end of this guide to make this process as simple as possible.

Setting a date

You'll need to be flexible about the date but it doesn't hurt to request a bank holiday weekend when footfall will be high. Just remember to ask well in advance.

Top tip: sending requests to more than one supermarket will increase your chances of securing a desirable date.

Following up

You should receive written confirmation of your bag pack date from the supermarket.

If you don't hear back after a couple of weeks, give the Charity Representative or Store Manager a call to make sure they received your letter.

Once you hear back, keep your confirmation letter safe and take it with you on the day. It's also a good idea to re-confirm with the store one week prior to the bag pack.

You'll need to check:

- How many tills you are allowed to occupy
- The start and finish time of your bag pack
- What time you need to arrive as there might be some admin to complete

Get some volunteers to help

To raise as much as possible, you'll need to make the most of the time and the number of tills you're allocated, so ask friends and family members if they'll volunteer to help.

Considering the time and the number of tills, work out how many volunteers you'll need to ensure that none of your lovely helpers has to stand at a till for more than two hours. Then draw up a rota.

You should meet with your volunteers prior to the bag pack. Make sure everyone knows a little bit about Worldwide Cancer Research, so they can tell people where the money is

You should also go over any rules or the code of conduct set out by the supermarket as well as stressing the need to treat customers with the utmost courtesy. For example, it's always a good idea to ask shoppers if they would like their bags packed rather than assuming it's ok.

Getting kitted out

You'll need:

- ✓ Buckets/collection tins
 - *These need to be empty and sealed at the start of the collection so you know exactly how much you raised on the day*
- ✓ Worldwide Cancer Research T-shirts
 - *One for each volunteer*
- ✓ Leaflets/information about Worldwide Cancer Research
- ✓ Your timetable of volunteers

Succeeding on the day

When you arrive, make yourself known to Customer Services and they will point you in the right direction.

Put a collection tin or bucket at each of the checkouts along with a couple of leaflets about the charity - and get ready to pack. Remember to take care with any breakables and 'squashables'.

At the end of the bag pack, put the buckets/collection tins somewhere safe until the money can be counted and banked.

Tidy up and inform anyone who needs to know that you are leaving. As you thank them, please mention that you'll be in touch to let them know how much was raised - and follow up on that promise as soon as you can.

Finally, count the money with someone else present and bag it up so it can be easily deposited into the bank.

Paying in the money raised

There are many easy and secure ways to pay in all the money you've raised. You can pay:

- Online by visiting www.worldwidecancerresearch.org/donating
- By sending a cheque. Please make it out to "Worldwide Cancer Research" and send it to: Worldwide Cancer Research, Madras House, South Street, St Andrews, Fife, KY16 9EH
- Over the phone by contact our supporter services team by calling 01334 477 910

GOOD LUCK AND ENJOY!

Example letter:

Dear (Charity Representative Name/Store Manager),

Thank you for talking with me recently about holding a charity bag pack in your store.

As I mentioned [*on the phone/when I came in to the store*], I'm taking part in this event to raise money for Worldwide Cancer Research, because... [*Talk about your personal reasons for supporting this cause*].

Worldwide Cancer Research specialises in funding the world's most ground-breaking research projects; those with the greatest potential to accelerate progress against cancer. They receive no Government funding and depend on donations from the public to keep going, including the proceeds of events like this one.

If you are able to offer me a date for a bag pack, please contact me at my address (above) or e-mail me at [*your email address*].

It would be fantastic to have your support.

If you wish to contact Worldwide Cancer Research to confirm my participation, please feel free to talk to the Events Team on 01334 477 910. Alternatively, you can e-mail them at events@worldwidecancerresearch.org

Thank you for your consideration.

Kind Regards