

Running your delivery-only collection

As we work together to understand how changes in society are affecting the way people give to charities, we've been developing some simpler ways to combine the reach into the community that a classic house-to-house collection gives us, with something that's easier for you – our volunteers – to run.

For some time now, a number of our groups and churches have been undertaking delivery-only collections, where envelopes are delivered, but gifts are returned to a local drop-off point.

Our research shows high potential for success with a distribution-only model. Delivery-only envelopes bring in 75% of the income of the standard envelope (with much less than 75% of the effort).

We've also used insights from behavioural science to design subtle changes to the Christian Aid envelope, which will help us increase the amount donated per envelope by 10-17%.

Choosing your drop-off point

Our experience shows that supporters have had success using a local shop, Post Office, library or church as a drop-off point. Events also work well as a way for people to drop off their envelopes.

Examples of events that have shown good results are soup lunches or coffee mornings at church, and market stalls in the town centre, on a set day where people can return their donations. Events also offer a great opportunity to meet different members of your community.

Only reputable businesses should be used as drop-off points, and returned envelopes should be kept in a sealed bucket. Make sure they're somewhere a member of staff can see them at all times, e.g. at the till. It's a good idea to cable-tie the bucket closed and fix it in place.

Businesses that open later, such as pharmacies or local convenience stores, offer longer opening hours, giving a better opportunity to return the envelopes.

Delivery-only envelopes

We now have specially designed envelopes, which include a space where you can add a return address. We highly recommend these for delivery-only collections.

Also available are editable no-reply slips, which provide space for you to include a message, then print at home and attach to your envelopes.

Recruiting collectors

Delivery-only collections mean a wider range of people can run a collection. Under-16s can deliver the envelopes, so getting a local uniform group involved can be a really effective way of increasing your delivery area.

With improved flexibility on who can deliver, we've seen many groups use the opportunity to cover greater areas than they had before. This extended reach then boosted the donations that were received.

Case study: East Leake Christian Aid group

The East Leake Christian Aid group have been successfully fundraising house-to-house for many years, but had begun to find some of the challenges we're all familiar with harder to overcome.

With advice from their Regional Coordinator Nick Thorley, they decided to deliver envelopes to 3,200 houses – but not to collect.

Group organiser Leslie Allen told us: 'We had colourful glossy leaflets printed which were designed by the Rev Tim of the Anglican Church. These explained the reasons for us not collecting, where the envelopes could be left, the message of Christian Aid and the website.

We enabled people to give in several ways: the Post Office continued to have a box behind their counter; the Co-op allowed us to have a secured bucket on a stand (we left these for just over a week); there were boxes in the churches; a bucket was available at the coffee morning and cake stall, and we had a street collection on the Saturday mornings at the beginning and end of Christian Aid Week.

The envelopes and leaflets were delivered in good time. We found that the people who were keen to give did so. Of course, we couldn't account for the ones who paid by phone or over the internet. In the last few years, our collections had been going down by about £300 and this year we didn't have the help of a plant stall, which usually made £150. At a guess, if we'd used the old system, we would have raised about £2,800 – and we actually raised £2,432. We didn't have as much 'shrapnel' to count! This made the counting and the Treasurer's job much easier.

Our usual collectors were keen to deliver, and most did two or more rounds. With them not having to collect they could do this at any time of the day or evening. We had new deliverers, people who didn't like collecting. We know that we've spread the message of Christian Aid to many more people. All in all, a success and a big sigh of relief.'



To the Manager

I am the local representative for Christian Aid, a national charity that has been working for over 70 years to support people – of all faiths and none – living in poverty in 37 countries worldwide, and to stand up for dignity, equality and justice.

Christian Aid works with local partners and communities to fight injustice, respond to humanitarian emergencies, campaign for change, and help people claim the services and rights they're entitled to.

Every year in May, we celebrate Christian Aid Week as a moment individuals, churches and communities come together to stand in solidarity with our brothers and sisters across the world, and to fundraise for Christian Aid's work.

As part of this fundraising, thousands of local volunteers deliver envelopes to homes in their communities. The envelopes are then collected by hand, or dropped off at local collection points. Where a collection point is used, these are advertised on specially designed envelopes, or with a small slip stating where donations can be returned.

Would you be willing to act as a collection point for envelopes this year?

As a collection point, we don't require you to do anything other than display the collection bucket somewhere as safely and prominently as you can. Supporters will return their envelopes and place them in the sealed bucket (which can be secured with a metal chain where necessary).

We'd like the bucket to be in place for the start of Christian Aid Week (12-18 May 2019), and it will be collected directly after the Week by one of our local volunteers.

If you'd be willing to act as a collection point, or have any questions, please get in touch with [name] on [contact details]

Yours sincerely

[supporter's name]

Christian Aid

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