

the big connection

Raise funds. Change lives.

Raising funds for
Big Connection

Corps Toolkit



Contents

Introduction	3
The history of Big Connection	4
What is Big Connection	6
How does Big Connection work	7
Adding fundraising to your corps activities	8
Setting up an event in your corps	12
Big Connection fundraising ideas	13
Publicity & the media team	16
Suggestions from corps officers	17
Collecting guidelines	18
Do I need a licence?	19
Fundraising dos and don'ts	22
Fundraising materials and resources	24
Online fundraising	25
Offline fundraising	27
Q & A about Big Connection	28
Get in touch	29

Please visit our website: salvationarmy.org.uk/big-connection

Call: 020 7367 4500

Email: territorial.appeals@salvationarmy.org.uk

The Salvation Army Territorial Headquarters,
1 Champion Park, London, SE5 8FJ



Welcome from the Community and Events Fundraising Team!

Our aim is to help you fundraise for your corps. Whether you need support in motivating your corps to get involved with Big Connection, in publicising your events or to learn more about the appeal, we are here to help you get excited about raising funds for The Salvation Army's Social Work Trust. Equally, we would love your support with our work at THQ and would value your advice and ideas.

In this pack you will find information on:

- The history of Big Connection
- What is Big Connection?
- How does Big Connection work?
- Adding fundraising to your corps activities
- Where does the money from your fundraising go?
- Setting up an event in your corps
- Big Connection fundraising ideas
- Publicity and the Media Team
- Suggestions from corps officers
- Collecting guidelines
- Do I need a licence?
- Fundraising materials and resources
- Online fundraising
- Offline fundraising
- Q & A about Big Connection
- Get in touch!



The history of Big Connection

Salvation Army Social Work

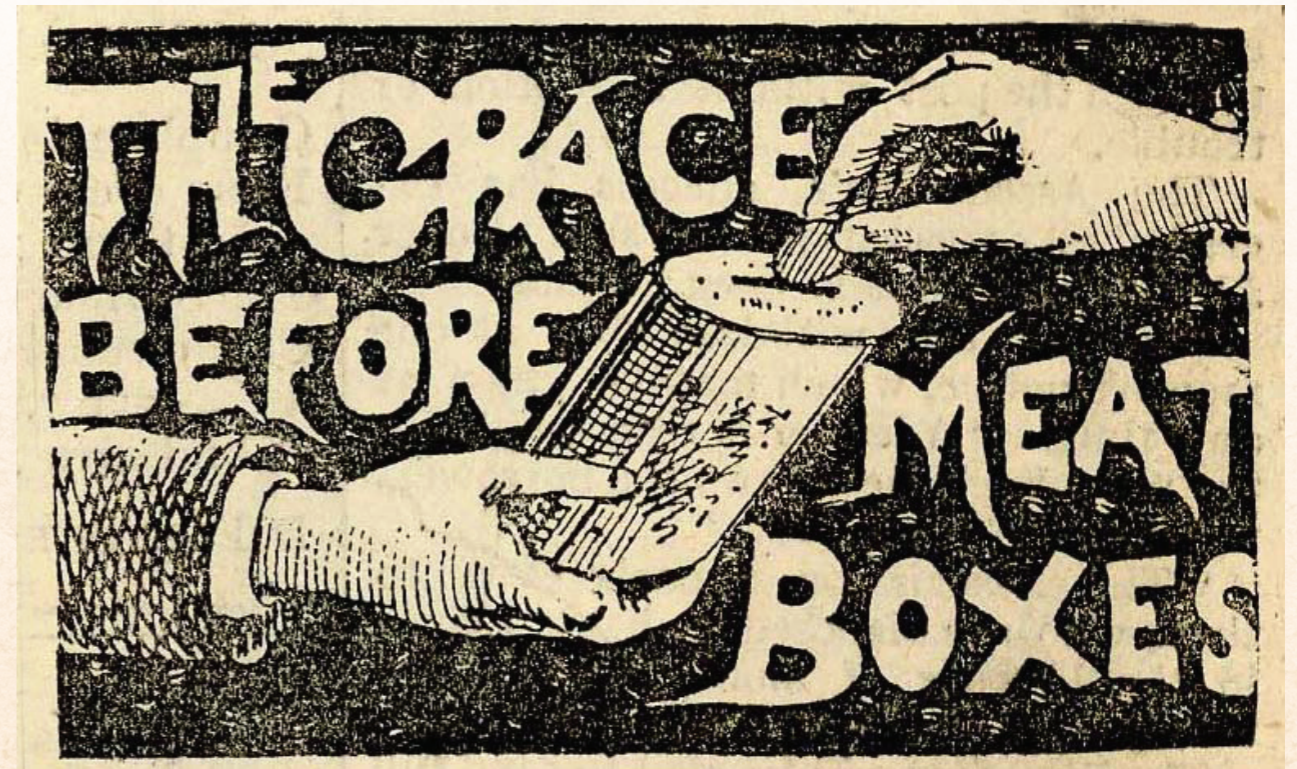


William Booth, founder of The Salvation Army, was born in Nottingham in 1829, the eldest son of an illiterate speculative builder, who was unable to provide a consistent income to support his family. Poverty in Nottingham in the 1840s was exacerbated by the depressed condition of the lace market. When his father died, William was just 14 and was left apprenticed to a local pawnbroker to help support his family. William Booth's own experience of poverty, and the perspective he had from watching poor people utilising the pawnbroking facilities of his day, contributed to his lifelong passion to serve the needs of the disadvantaged.

The Christian Revival Association, founded by William Booth in 1865, evolved over the next few years. It was established as The Salvation Army in 1878 and rapidly became involved in social work alongside preaching.

As early as 1866, a cholera epidemic coupled with increasing unemployment led Booth's organisation to open up a soup kitchen in the East End of London as well as distributing food and clothing. Local preaching stations operated savings schemes, food distribution and educational activities alongside Bible studies.

In 1890, William Booth published *In Darkest England and the Way Out*, which laid down the blueprint for how The Salvation Army could address the problems faced by the 'submerged tenth' - the proportion of the population of industrialised Britain thought to be living below the subsistence level (ie, living on the streets or in very overcrowded unsanitary conditions). People in this segment of the population could afford only poor- to moderate-quality food and were easy prey to disease, as they often had only limited access to piped water and sanitation. In his book, Booth set out what he termed 'The Cab Horse Charter', whereby he argued that every person should be provided with shelter, food and work, and that when they 'fell in the gutter' they should be helped up, just as London cab horses were.



The money raised for the Darkest England Scheme was ring-fenced through the creation of a separate fund, designed to reassure donors that their money would be spent on social work (as opposed to evangelical work). This fund was the forerunner of The Salvation Army Social Trust, into which the proceeds of the Big Collection are placed. The activities of its Social Trust make The Salvation Army one of the largest and most diverse providers of social welfare in the UK, through a wide range of services provided both within local communities and in residential settings.

These services include:

- Day centres and loving homes for older people
- Support in finding employment
- Bringing someone in from the cold
- Advice and help for families living in poverty
- Help and rehabilitation for people with addictions
- Refuge for victims of human trafficking
- Lunch and friendship at a drop-in centre

What is Big Connection?

Big Connection is one of the major national campaigns conducted by The Salvation Army. Over recent years it has also been known as the Big Collection, Annual Appeal and Red Shield Appeal, but none really grasped what the appeal 'is' or 'does'. Up until 1998, Big Connection was always a part of the Self-Denial Appeal conducted in the month of February, where people were committed to go out collecting in a national house-to-house campaign raising funds to aid the social and community work within the UK. (This ran alongside the Self-Denial Appeal, where money is raised by the individual members of The Salvation Army for projects in partner countries around the world.)

The national door-to-door appeal has been going since 1887, but it wasn't until 1990 that the two appeals (Annual Appeal and Self-Denial) started raising money for different areas of The Salvation Army's work. Big Connection has been conducted by around 700 corps (churches) throughout the United Kingdom and during month of September (with corps in Ireland collecting in August and corps in Scotland collecting when permission is granted) these corps have collected locally, house-to-house.

Historically, most of the income raised was generated by house-to-house fundraising throughout September (and before then February). However, in recent years, the amount of income raised by this method of fundraising has been in steady decline. This is partly due to society becoming more of a cashless society, but there are other factors at play. The Covid years also meant this form of fundraising could not take place. Over time, and especially more recently, many corps have chosen to engage in different forms of fundraising, such as street and supermarket collections and through other ways.

Big Connection encourages congregations to re-engage with the social trust aspects of our mission, connecting with people on their doorstep while increasing the spirit of community through organising and taking part in fundraising events. Fundraising can be fun and bring other benefits, as well as supporting the work of The Salvation Army at the same time. You can keep doing house-to-house collecting if you want to, but please take every opportunity to support the social work of The Salvation Army in your communities with the fundraising initiative or event/s you decide to organise.

How does Big Connection work?

The fundraising is carried out by corps at any time in the year, with corps encouraged to choose how they raise the funds and which social work expression in their area they would like to raise funds for. By taking part in Big Connection, corps engage their congregations with the social trust aspects of our mission and connect and build deeper relationships with their local residents, while helping to provide the best possible additional support services on their doorstep to achieve the best outcomes for the people we care for.

Big Connection is part of a threefold annual commitment of the mission of The Salvation Army:

1. Overseas work, through Self-Denial;
2. Social work through Big Connection;
3. Corps work and divisional 'seeding' of new corps through Harvest.



It gives an opportunity to reconnect with the Social Work projects of the Army. Corps are encouraged to promote Big Connection either on the first Sunday of September or the first Sunday of June.

Through a network of over 650 churches and community centres, we offer compassionate support, a listening ear and practical help to those in need.

All donations to Big Connection directly support The Salvation Army's work to care for people who are vulnerable or in need.

For example, within a division, corps could choose to come together to raise money to support people who are experiencing **homelessness**, to provide specialist support and a place of safety for adult survivors of **modern slavery**, to help reunite families through our Family Tracing Service, to care for **older people** in our residential care homes or to offer tailored support, training and advice to people looking for sustainable employment through **Employment+** expressions, debt advice or other work in an area.

All the money raised goes into the Social Work Trust. You can designate the money for a specific purpose as long as the work is in the Social Work Trust.

Our corps and local fundraisers take on the challenge in many ways - from organising bike rides, cake and craft sales, tea parties, concerts, fashion shows, fun runs and supermarket and door-to-door collections, and by connecting with their local schools, community groups and businesses and encouraging them to fundraise for the Army's Social Work.

How to join in with this year's big connection

Anyone aged over 16 can join in with this year's big connection and there are all kinds of ways that you can raise money.

All we ask is that you wear an official permit if you are collecting door to door, so that people know you are a genuine collector.

Adding Fundraising to your Corps Activities

Where does the money from your fundraising go?

£1,125

could provide 45 minutes of one-to-one support work for 125 homeless people in our centres to help them make a fresh start in their lives.

£1,500

could pay for 10 survivors of modern slavery and human trafficking to take part in therapeutic and life skills courses - so they can rebuild their lives.

£4,500

could pay for 30 survivors of modern slavery and human trafficking to take part in therapeutic and life skills courses - so they can rebuild their lives.

£5,600

will guarantee that we can provide mentoring as part of our Starfish programme for 8 children, giving essential support for their emotional wellbeing and personal development.

Perhaps there are activities or services within your corps that you already host, but fundraising is not yet a part of them. Transforming your corps fundraising by finding participants to fundraise with you might be as simple as approaching your corps youth group, mother and toddler groups, coffee morning members or corps finance team for fundraising ideas and support.

Create a Fundraising Team

The appeal will need strong leadership, a steering committee of some kind, good administrative support and lots of people supporting it through prayer. Appoint someone or a number of individuals to lead the fundraising effort. It's better if it's not one person's responsibility.

Making Connections

Connect via email, phone or in person with local schools and businesses. Tell them about the fantastic work you are doing in the local area. We are happy to support you in connecting with local businesses and can provide fundraising packs, letters and posters with official Salvation Army branding for you to use.

Social Media

Facebook, X (formly known as Twitter) and Instagram are great ways to promote your services and fundraising.

Why not give the role of posting on social media to a member of the corps or a local volunteer? Or get in touch with the Community and Events Fundraising Unit at:

territorial.appeals@salvationarmy.org.uk to help you write engaging copy to use. Remember to tag the Fundraising Events Facebook page so we can share to our followers too.

Events Facebook:

facebook.com/TheSalvationArmyEvents

Sandy's story

Sandy, 73, is a retired school dinner lady who spent her working life providing food for others, but now struggles to feed herself because of increasingly high food costs, despite receiving a pension and pension credit. Since Sandy started going to The Salvation Army's Middlesbrough Citadel Corps Loaves and Fishes Economy Shop she has felt a massive relief.

"Everything has gone up drastically in price and I couldn't manage if I didn't go to the eco shop. A loaf of bread in my local is now £1.68, which is ridiculous, but what you pay at the eco shop, you get much more for your money. If you are ever stuck, you get two free shops a year, which I've never needed and don't want to use in case other people need it but it's a comfort knowing it's there as a back-up. Without it I would be struggling. I think I would not be eating and I would have to miss meals.

It's helped me a lot and the people are nice and friendly - they can't do enough for you. They help you in any way they can. They just talk to you and if you have any problems you can go to them. They have helped a lot of my friends and if I had any difficulties I would go and see them."

Geoff's story

Geoff had a long period out of work after caring for his elderly parents. He was on Job Seekers Allowance and struggling to afford to pay bills, which worsened in the first half of 2022, due to the rising cost of living. Recently, he was successful in finding a job thanks to intensive support from Employment Plus and was supported with food parcels while awaiting his first pay check.

Jack's story

Jack became homeless after his wife died and he fell to pieces. Sleeping rough, he lost all hope and self-respect. But when he was referred to one of The Salvation Army's Lifehouses (residential centres for homeless people) it changed his life. Our team of staff and volunteers welcomed him as a friend and helped him rebuild his self-confidence. Now he's training for a vocational qualification so that he can get back into work.

Kerry's story

Kerry and her small children had just moved out of a women's refuge when she came to The Salvation Army. With no job, no plan and no self-confidence, their future looked bleak. But then Kerry met Elaine from The Salvation Army.

Kerry said, 'Elaine supported me in many ways. She has helped me emotionally by letting me discuss my thoughts, feelings and personal issues. Elaine helped me create a schedule, which enabled me to be more organised, keep my home tidy, and give myself and my children a steady routine. Elaine signed me up to an online learning platform so I could access virtual skills training. And she also supported me with managing my finances and making sure I was getting everything I was entitled to –including helping me get a food bank donation when I was struggling'.



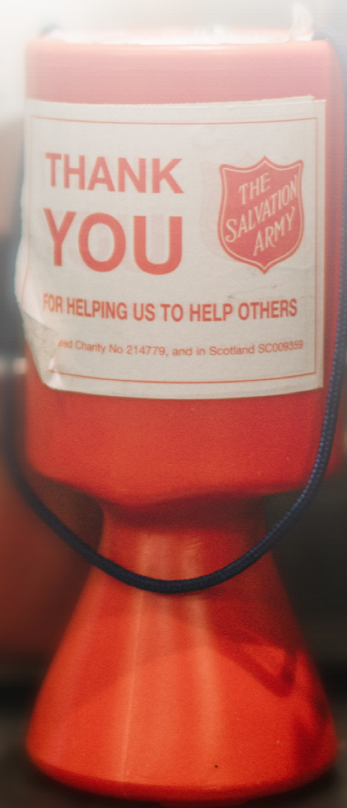
Setting up an event in your corps

Organising fundraising events can be hard work, but it is a way of involving the local community and building relationships. It is also a good way of raising the profile of The Salvation Army and sharing about the work the Army is doing in your area.

One way to engage with your corps members is to set up events in your corps. There are lots of events and activities that you can host for your community to connect people in your local area, while collecting donations and raising funds.

It is important to think about how many volunteers you have and to decide how often you can organise a fundraising event and how you can realistically manage smaller and major events. Identify existing successful fundraising events your corps already organises and discuss how you can raise additional income for Big Connection.

You might want to schedule a series of fundraising events throughout the year, encouraging corps members to help organise them. These could be ongoing fundraising projects or larger, one-off events such as an afternoon tea or a barn dance. If you are organising fundraising events, remember to make them enjoyable and to include entertainment and refreshments. Fundraising events are not just about how much you raise. They are also about bringing people together, connecting and building deeper relationships while helping provide the best possible additional support services on their doorstep to achieve the best outcomes for the people we care for.



Big Connection Fundraising Ideas

There are plenty of ideas out there and here are just a few that many of you have already organised: concerts, quiz nights, flag days, garden parties, supermarket collecting, line dancing, talent nights, silent auctions, fashion shows, sponsored walks, car boot sales, selling crafts, jam and daffodils, and tea parties.

We have put together an A to Z of fundraising ideas for you to have a look at for more ideas and inspiration.

Better Fundraising Ideas is a website which provides numerous ideas as well as advice on how to put them into practice: better-fundraising-ideas.com.

You can also find more ideas on our webpage: salvationarmy.org.uk/fundraise-for-us

Here are some ideas to get you started:

A

Autumn fayre

B

Bag packing at shops

Barn dance

BBQ

Beard shave

Big Tea Party

Book sale

Breakfast morning

Burns Night



C

Cake sale

Car boot sale

Carnival

Carolling

Challenge 100

Charity sale

Children's disco

Christmas events

Christmas sale

Cinema and popcorn

Coffee morning

Colour run

Concert

Craft sale

D

Dinner party

E

Eating competition

F

Face painting

Fancy dress competition

Fashion show

Film event

Fireworks

Flag day

Flower festival

Football holiday club





- G**
Games night
- Garden party
- Give something
- H**
House-to-house collecting
- I**
In memory donations
- J**
Jigsaw Puzzle Marathon
- K**
Karaoke night
- Knit & stitch
- L**
Line dancing
- London to Brighton bike ride
- M**
Marathon
- Market stall



- N**
New Year's Eve party
- O**
Olympics at your corps
- Online quiz
- P**
Pancake day race
- Pantomime
- Parent and toddler snacks
- Piano marathon
- Plant sale
- Proms night
- Pudding night
- Q**
Quiz night
- R**
Read-a-thon
- S**
Schools fundraising
- Smartie tubes filled with coins
- Sponsored bike ride
- Sponsored swim
- Sponsored walk
- Standing day
- Street collection
- Supermarket collecting



- T**
Talent show
- U**
Uniform free day
- V**
Valentine's Day meal
- W**
War Cry sales
- X**
X Factor Competition
- Y**
Yoga Marathon
- Z**
Zumba



For even more ideas, why not ask your corps members what events they would like to attend, or take to social media and create a poll to gauge people's interest in events.

Publicity and the Media Team

Our team are here to help you promote your events. We have a Facebook Events Page, where we post about the work of local corps.

We also work closely with the Media and Communications Team to promote stories in *Salvationist*, salvationist.org.uk, Our Hub and the Bulletin. We would love to promote your fundraising events, so please get in touch with one of the team at territorial.appeals@salvationarmy.org.uk

You can also contact our communications team Media Team: media@salvationarmy.org.uk



Suggestions from corps officers

We have built a great relationship with our local supermarket and we also work closely with the local addiction services.

As part of the fundraising the corps runs "Challenge 50". This encourages members of the corps to raise £50 each as their contribution to the Big Connection. This is through sponsored events, talent shows and other fundraising initiatives.

All funds to go to the Big Connection during the month of September.

Profit from selling the *War Cry* magazine is an effective way to fundraise. It makes The Salvation Army visible. When I did this in Essex, I had regular conversations with people who claimed I was the only person they spoke to.

Building relationships with the supermarkets in your area is a good idea.

I feel it is our duty to raise money as Salvation Army soldiers, it is in the Covenant! We are privileged to serve God through The Salvation Army.

In terms of what we do to raise money for The Big Connection, we really try to put an emphasis on the fact that every little bit makes a difference.

My feeling is that corps should focus more on corporate fundraising, which would bring in more income.

Look at historic methods of fundraising not just new ideas. People want the old, traditional ways, not just the new ones.

Collecting guidelines

Money box/bucket collection guidelines: what can I do with the collection box/bucket?

- You can display this box/bucket in your place of work or business.
- You can ask your local supermarket to hold a bag pack or an activity like a static bike ride and take your collection box/bucket along.
- You can use this box/bucket to collect on private land with appropriate permission. For example, your home or a friend's if you are having a bake sale.
- You can use this box/bucket to collect on public land that is privately owned. For example, local open spaces, where the landowner's permission is obtained.

What should I think about when I'm using a collection box/bucket?

- Make sure that the Salvation Army logo is always visible.
- Include a sign alongside the box/bucket with information about your fundraising challenge, so that people know what you're involved in.
- If you're collecting money at a fundraising event such as a bake sale, quiz night or coffee morning, the easiest way to accept donations is by directing people to your online JustGiving fundraising page.

You can [go here](#) to create your own page by selecting the orange 'fundraise for us' button. After you're all set up, you can share your new page on your social media, in emails or texts with friends, family and colleagues to raise vital funds. Please get in touch with us at territorial.appeals@salvationarmy.org.uk if you need any assistance in setting this up. Please follow our [Money box label guidance](#) if you are collecting cash donations.

- Always remember that you are representing The Salvation Army - please treat the public and your location with respect (you can see the Fundraising Regulator's guidelines for behaviour when collecting here: <https://bit.ly/fundguide8>).
- The collection box/bucket must be in the possession of someone over the age of 18.
- Please be aware of your surroundings and take safety precautions.
- Ensure your box/bucket is secure and never leave cash unattended.
- Bank cash as soon as possible after your collection.
- Please follow our fundraising T&Cs at all times.

What shouldn't I do when using the box/bucket?

- You shouldn't disturb the collection box/bucket seal until you are ready to open the box/bucket. This shows anyone who is donating that the box/bucket is an official collection box/bucket from the charity.
- You shouldn't obscure the Salvation Army logo or change the appearance of the box/bucket. For example, don't write the activity you are doing onto the box/bucket itself.
- You must not shake your box/bucket.
- Don't collect in dangerous, isolated or poorly-lit areas.
- You must avoid causing an obstruction, congestion or nuisance to any members of the public.
- Please do not plan to collect on the street. Local authorities only issue a limited number of collection licences per year, and we need to prioritise these for The Salvation Army.
- We ask that if you're planning to conduct any public fundraising activity during The Salvation Army Big Connection Appeal that you contact us first so we can ensure fundraising activity is coordinated.

Static collections

Static collections involve the use of collection boxes which stay in one place – either on the floor or on counters in places such as shops, pubs, hotels, hospitals and reception areas. You must get written permission of the site owner or those with authority to hold a static collection on the site.

Please follow the below steps when collecting on private property or organising a static collection:

- Request permission from the landowner/site owner.
- Contact us with the details of your collection.
- We will review your request and get back to you within two weeks.
- If your request is approved, we will send you a letter of authority. This letter shows that we are aware of and support your fundraising.
- We will email you a Money Box Label Guidance label for you to print at home and attach to your own secure box/bucket.

If you have any questions or problems along the way, just send us an email to territorial.appeals@salvationarmy.org.uk or give us a call on **020 7367 4819** and we'd be happy to help.

Public collections

Do I need a licence?



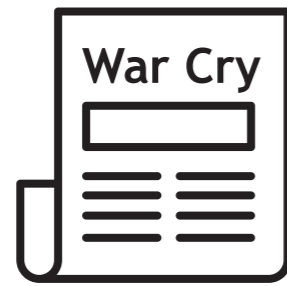
Street collections

If at a Supermarket you need authorisation from the shop or retailers head office.

If on a High Street or residential road you need a licence from the Local Authority.

If in Greater London, you need authorisation from Metropolitan Police or City of London Police.

If in a shopping centre/mall you need permission from the mall management.



Selling and receiving donations for magazines

England and Wales/Ireland
For most areas, this is not enforced in practice as it is at the discretion of the relevant local authority/ High Street /shopping centre management, but law says charities are required to hold an appropriate licence to sell publications.

Scotland
No permit /licence is required for sale of/ receiving donations for magazines.

If selling papers in a pub, you need permission from the landlord/management.



Carolling

The same rules apply as in street collections.



Big Connection House to house

Exemption Orders are in place for whole of the UK and as a matter of courtesy, THQ inform the Councils or Police.

England and Wales
Exemption Order for September and individual collectors need authorised relevant permits

Scotland
The Scotland Office write to Councils annually (three month notice) and individual collectors need authorised relevant permits

Northern Ireland
THQ write to PSNI annually and individual collectors need authorised relevant permits.



Collecting at stations

You must apply to collect at Tube stations at Transport for London. They also allow applications for carol singing and seasonal music in December.

If you are a registered charity and you wish to hold a charity bucket collection in one of Network Rail managed stations, you need to apply to Network Rail ([Application forms on Internet](#))

Please can we ask that all London station applications go via David Powton, DDBA London Central DHQ.

Fundraising dos and don'ts

Door to door a few things to remember:

- Legally, in England, Wales and Northern Ireland, donation envelopes have to be delivered and then collected on a separate visit. In Scotland, envelopes can be delivered and collected in the same visit.
- Please don't collect any later than 9pm.
- Always smile and be polite. Offer a greeting and remind the householder about the envelope that was dropped off earlier.
- Don't accept loose change. Explain that you can only accept the money in a sealed envelope or a collection tin.
- Cheques should be made payable to 'The Salvation Army'.
- If someone asks for a receipt, explain that this can only be done once the envelope has been opened so you can send one later.

Public spaces a few things to remember:

- Don't forget your collection tins!
- Please don't collect any later than 9pm.
- Good spots to try could be your local high street, shopping centre, supermarket or bus and train station.
- Always smile and be polite. Being friendly will go a long way to giving your collection a boost.
- Don't accept donations unless they're placed straight into a sealed collection tin.
- Please remember to obtain permission from the local authority or relevant Head Office.

Other places

You can always place one of our collection boxes in a Salvation Army charity shop, or in a local pub or restaurant. These 'fixed' collections are a great opportunity for people to donate.

Have a think about where a good place might be to secure a collection box. You could also leave some literature (including copies of *You're Giving More than Money*, so people understand why they're donating) and maybe some envelopes for people to use (so they have the opportunity to add Gift Aid to their donation).

Remember to ask the owner of the pub or business for permission and be clear about when you will be collecting the donations.

Things you can do to stay safe include:

- Collecting in pairs or groups, rather than just alone.
- Giving everyone a contact number for emergencies.
- If invited, never go into someone's house without telling another collector first.
- Always be polite and walk away from difficult situations.

Answering people's questions

People are bound to have questions for you, so we've produced a small leaflet you can give to them (you'll find it in your packs. It's called *You're Giving More than Money*). If there's something you can't answer, you can ask the person for their name and address and follow up their query with your corps officer.

You can always direct people to [salvationarmy.org.uk/big-connection](https://www.salvationarmy.org.uk/big-connection) for more info.

What to do if someone complains

If anyone wants to make a complaint, be polite and ask them to contact: the Big Connection Appeal Officer, Marketing and Fundraising Department, The Salvation Army Territorial Headquarters, 1 Champion Park, London SE5 8FJ.

Or send us an email to fundraisingcomplaints@salvationarmy.org.uk or give us a call on 020 7367 4500

What to do with the money you raise

Please give all money raised to your corps officer or organiser.

Envelopes or tins must be opened in the presence of, and signed for by, two people who are not related to each other.

At the end of your collection, please return all permits and any unused materials to your organiser or corps officer.

Protecting your donations

Check with your corps officer or treasurer that there is adequate insurance for the amount you anticipate raising for Big Connection.

Fundraising Materials and Resources

Our Fundraising Materials

We have a variety of materials to help you fundraise and decorate for your event and resources to use for collecting, including:

- Salvation Army running vests
- Salvation Army hoodies
- Cardboard collection boxes
- Bespoke Big Connection banners
- Big Connection posters
- School fundraising packs
- Big Tea Party packs

Bespoke Posters

The Community and Events Team at THQ can provide you with personalised event posters, so that they will bear the name of corps and the project you wish to benefit.

Top tip: work out how many posters or flyers you should get printed and who will help distribute them. For maximum impact put your posters up in local shops, restaurants, gyms, leisure centres, larger local companies, schools and community centres. Don't forget to put one on your corps noticeboard!

Ask your corps members who are employed to take a poster into their place of work to display on a notice board or to put something on the company intranet.

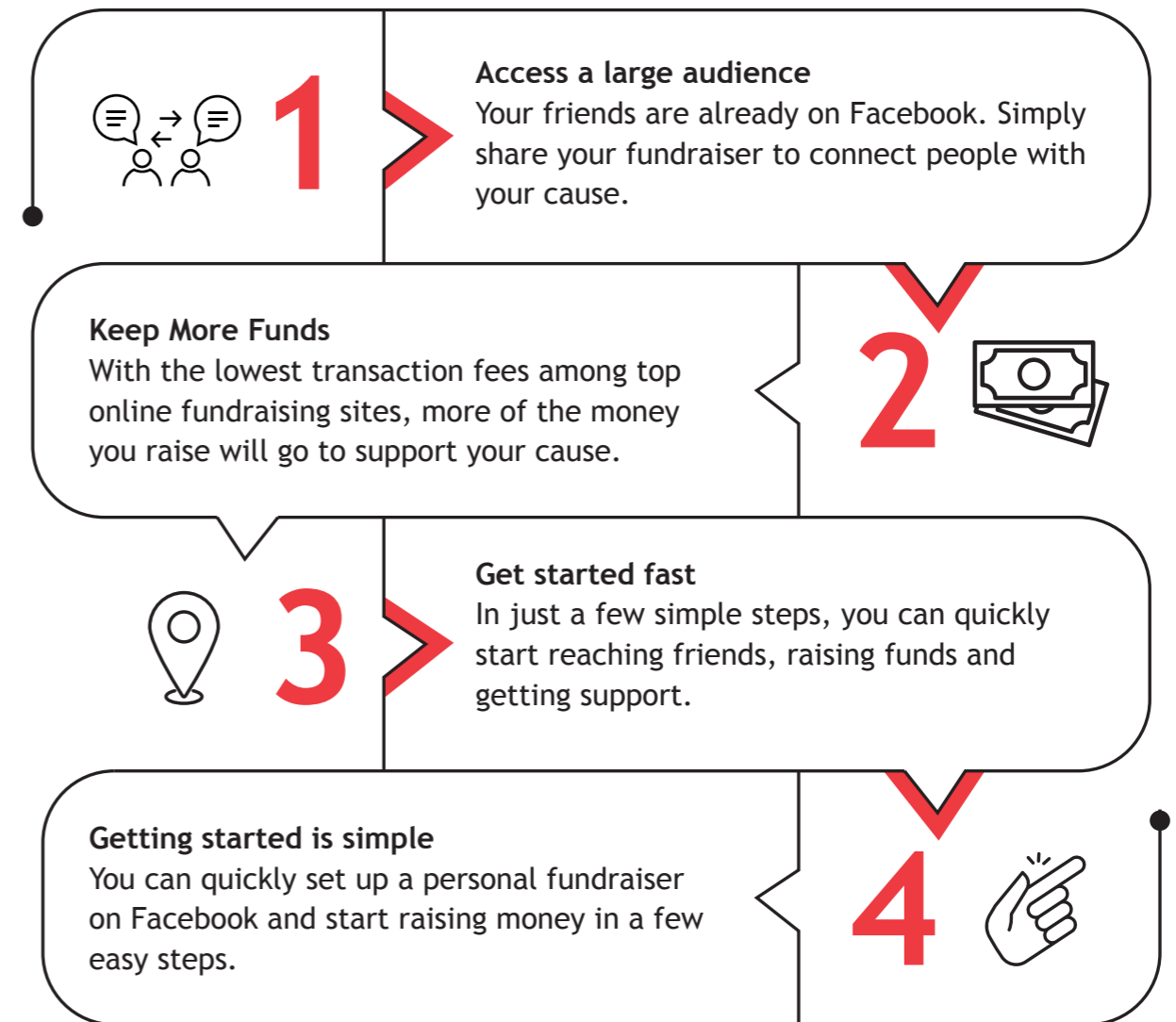
Here is a link to our online shop [Team Sally Army Online Shop](#)

Be inspired! Find even more fundraising activities at salvationarmy.org.uk/fundraise-us

Online fundraising

Virtual fundraising is a great way to raise funds online and you can choose from many ideas such as hosting virtual auctions, mystery box giveaways, social media challenges and selling E-cards.

Facebook fundraising



Create your fundraiser

Visit The Salvation Army United Kingdom and Ireland Territory [Facebook](#), go to [fundraisers](#), then raise money, then you can directly update your fundraising page from here. Describe your cause to help donors understand why you're raising money. Pictures and details help others connect with you and your story.

Share your fundraiser

Let your friends know why you're raising money. Facebook's large network makes it easy to let lots of people know about your personal fundraiser.

Offline Fundraising

Setting up a JustGiving Page

Creating an online fundraising page is a quick and easy way to collect donations. You can set up your JustGiving Page [here](#). Follow the link and click on 'Start fundraising'. All your donations to your JustGiving Page will be directly transferred to Big Connection. Once you have set up the Salvation Army online fundraising page, the Events Team at THQ receive a notification and will be in touch with fundraising tips and resources.

Once your page is set up you can:

- Personalise your page – add a cover photo and write a description;
- Update your page – make posts and share photos of your fundraising journey and event;
- Share your page – take to social media to promote donations.

If you need any help with setting this up, please get in touch:

territorial.appeals@salvationarmy.org.uk or give us a call on 020 7367 4819

Adding Offline Funds to your JustGiving Page

You can still count your offline funds as part of your JustGiving page by submitting them as 'Offline Funds'. You do this by logging into your page, going to 'Edit' and selecting 'Donations', where you'll be able to add in the amount you've raised offline.

Follow the steps [here](#).

If you would rather fundraise offline, we have some resources that may help you. You can find our sponsorship form for raising funds here: [Sponsorship Form](#). You can also get in touch to ask us to send you one of our card donations boxes for collecting change by emailing territorial.appeals@salvationarmy.org.uk.

QR codes

There are two ways of getting your unique QR code for your fundraising page.

1. Go to your fundraising page and add '/qrcode/' at the end of the URL in your address bar – your page's unique QR code will then appear.
2. Go to 'Settings' on your fundraising page and scroll down to 'Send a QR code'.

What do I do with it?

- You can take a screen shot of it on your phone or on your computer – and then add it to your posters and signs so that your supporters can access your fundraising page.
- If you would like to download the same QR code that we have on the Big Connection resources, contact the team at: territorial.appeals@salvationarmy.org.uk.

Great ways to use QR codes

- Display the code in your charity shops.
- Include your code on collection boxes and buckets.
- Share offline on your publicity materials.

Pay in your Fundraiser

- Funds can also be paid into our secure online fundraising platform here: salvationarmy.org.uk/big-connection
- Find out more about how to make payments for your fundraising efforts here: salvationarmy.org.uk/other-ways-fundraise/how-pay-your-fundraising

Q & A about Big Connection

What is Big Connection?

Big Connection is our longstanding annual fundraising initiative for The Salvation Army's Social Work Trust, recently known as the Big Collection.

Why has the name changed from the Big Collection to Big Connection?

We want to build bigger, stronger connections between corps, the community and social work projects in their area – and inspire people to fundraise together to support this life-changing work.

How does fundraising connect with our faith?

Fundraising brings all kinds of people together, creating opportunities for them to take part in God's mission and to become spiritually richer by giving (2 Corinthians 9:11).

How does Big Connection work?

Organise fundraising events, motivate others to join in, and the money you raise together will support people in need in your area, for example at a Lifehouse or Employment+ (any work of your choice in the Social Work Trust).

How can I join in with Big Connection 2024?

We ask you to promote Big Connection on the first Sunday of June or the first Sunday of September. But you can fundraise any time. You'll find inspirational ideas, and the support and materials available to help you, in this toolkit!

How does The Salvation Army use the donations from the fundraising efforts?

Funds will support The Salvation Army Social Work Trust. You can choose to allocate funds to social work missions in your area, to support people in need on your doorstep.

Get in Touch!

For more details or to discuss your plans, contact territorial.appeals@salvationarmy.org.uk.



Thanks for choosing to support us



The Salvation Army, UK Territory with the Republic of Ireland,
Fundraising Unit, 1 Champion Park, London, SE5 8FJ



The Salvation Army is a Christian church and registered charity in England (214779), Wales (214779), Scotland (SC009359) and the Republic of Ireland (CHY6399). The Salvation Army Territorial Headquarters, 1 Champion Park, London, SE5 8FJ