

# INFORMATION FOR COLLECTION POINTS

This is what we're looking for in a collection point, and what the deal is for you; what we expect from you, and what we can give you in return.

## A COLLECTION POINT MUST:

- Be a business premises, not a private addresses, for reasons of personal security
- Be staffed when open (ie. not empty church halls). Being open 9-5, or at least regular hours, helps people to be able to deliver boxes to you.
- Your collection point doesn't need to be open all the time, but please let us know which days and times you are able to accept donations of boxes, so that we can keep the information on this website up to date.
- Have enough storage space. Reckon at least 2m x 2m floor space, with enough height for 3 or 4 boxes. A low area under stairs, or the space around your office Christmas Tree could work well. If you're in an area where there aren't other points, you may need more space.
- Have good access, preferably be on the ground floor, with parking close by, to allow people to deliver to you easily, and us to collect.
- Have an able-bodied person around to help donors carry boxes if necessary.
- Send us a copy of your logo, a link to your website, and directions for people to find you.
- Be on social media, if possible.
- Be keen!

## WHAT WE DO

We will send you posters and leaflets, with information about the contents of boxes, collection date, and what the project is about. You can display these, scatter the posters round your village, hand the leaflets out to friends, customers, club-members, colleagues, etc.

We list your business / organisation on our website, and social media, to let people know that you are a collection point. We'll also put your business logo on our box stickers, when we collect them, to say 'Cornwall Christmas Box, brought to you by...'. (New for 2017)

If you can interact with us on Facebook and Twitter, that's great, and your customers will see you being involved, and hopefully join in too. We'd like you to share our posts, and we'd love to see pics of your growing pile of boxes!

We will liaise with you regarding when to collect your boxes, and they ensure that you're ready when we're there. For 2017 we're looking to collect on Wednesday 13th December.

## WHAT IT DOES FOR YOU

Being involved in your local community will develop goodwill for your business or organisation, and often, that's the reason people join in. However, we have anecdotal evidence that being a collection point promotes business for those involved; that being seen as 'nice people', or being a name that people recognise, will bring you more trade. Further, increased footfall in the run-up to Christmas is a side-benefit for some businesses, where people buy a coffee as well as dropping their box, for instance.

