



BREAST
CANCER
NOW The research &
support charity



NATIONAL BUCKET COLLECTION 2023

Volunteer Welcome Pack

A huge thank you for joining our 2023 Asda Tickled Pink National Bucket Collection on Saturday 7th or Sunday 8th October this Breast Cancer Awareness Month.



Asda Tickled Pink are working with Breast Cancer Now and CoppaFeel!, and together we're on a mission to make checking your boobs, pecs and chests, whoever you are, as normal as your weekly shop. With your help, we're raising funds for new treatments, vital education, and life-changing support, for anyone who needs it.

Inside this brief, you'll find all the information you need for your collection and a few of our top tips for collecting in style. If you'd like to know more about Tickled Pink, check out asda.com/tickled-pink.

Tips to get ready for your collection

- Contact the store's 'Asda Community Champion' (ACC) or designated colleague by email, over the phone or in person to confirm final details and introduce yourself so they know who to expect on the day. Check your emails for store details. If you're going in store to visit your Asda Community Champion before the collection, double check their opening hours on [the online store locator](#). Please prearrange any visits with your Community Champion as they work limited hours and are often out in the community.
- When you speak with your Asda Community Champion, agree a meeting point, and find out who will greet you on the day if your ACC isn't available. If you can't arrange this, don't worry. Just head to the visitor/colleague entrance when you arrive. Due to the high volume of customers in our stores, weather and other factors, on the day your bucket collection point in store might change at the discretion of the store manager.
- If you've opted in to share your phone number with your Asda store, you may receive a phone call from the store before the collection so that the ACC can introduce themselves, double check that you're still coming, and ask about any access needs you may have. If you get a voicemail from your ACC, please do try and give them a call back before the collection date.
- If you need any assistance or equipment to take part in the collection, such as a chair, you can arrange this with your ACC before arriving at your store.
- Bring a copy of the letter of authorisation with you, so the store teams know that you are an authorised collector.
- Due to volunteer dropouts, unfortunately we can't promise that you'll be collecting with other volunteers. Please only commit to the collection if you're happy to volunteer alone. Or why not bring along friends or family members to join you on the day? Just let us know in advance so we can make sure there's room for them and that they're on our attendee list.



What to expect

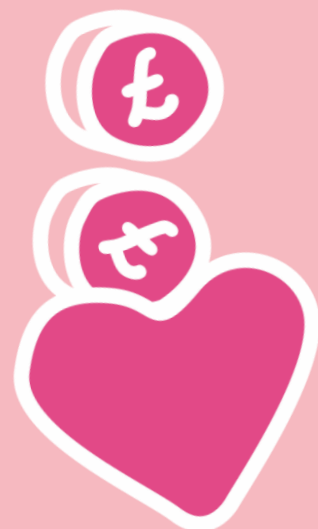
on the day

- Please arrive in store before 11am. The collection will start at 11am and run until 3pm. You can stay for as long as you like between 11am-3pm but will be expected to stay for at least one hour.
- When you arrive at your Asda store, please report to the customer service desk and ask for the Community Champion or alternative colleague contact (if provided) and explain you're a volunteer for the Tickled Pink bucket collection. They will be expecting you.
- If you're parking in the store car park while you're collecting, please mention this to whoever signs you in, so you can stay in the car park for longer than two hours.
- To avoid parking charges, ask a colleague if they have an ANPR system. If they do, register your vehicle as a visitor as well by inputting your registration number into the tablet at the customer service desk. If you need help, just ask a colleague.
- You'll be given all the equipment you'll need for the day, including a collection tin or bucket.
- You'll be given a Tickled Pink rosette to wear on the day. Feel free to take any other pink accessories with you to help you stand out, such as pink clothing, feather boas, pink glitter or face paint.
- You'll be shown to the collection area (usually near the store entrance) where you'll be based. Take a break whenever you need to, just make sure you leave your collection bucket in a secure place.
- When your shift comes to an end, return your collection bucket and any materials to the Community Champion or alternative colleague contact. Don't leave with your bucket. Make sure you have securely handed it in at the store.



Things to remember

- When you are collecting, remember to be friendly, positive and enthusiastic. Greet people and let them know you are collecting for Asda Tickled Pink, which supports Breast Cancer Now and CoppaFeel!. The collection will be helping us to raise vital funds for world-class research, support for people affected by breast cancer and to educate Asda's community of colleagues, customers, and suppliers to be breast aware. All monies raised will be divided at a 70/30 split between Breast Cancer Now and CoppaFeel! respectively.
- If anyone has any further questions, you can direct them to Tickled Pink and the charities' websites (see to the right).
- Remember to bring your letter of authorisation
- A smile goes a long way! Even if someone doesn't donate, they may do next time, so remember to smile and make eye contact.
- Remember to say thank you. Every donation will help towards changing the future of breast cancer in the UK.
- Take photos while you are collecting as these are useful for promoting our future collections.
- Dress for the occasion. Comfortable shoes help when standing for a long time.
- Please don't open your collection bucket unless authorised to do so.
- Please don't shake your bucket or put any pressure on people to donate.
- If you're asked a question about Tickled Pink, Breast Cancer Now or CoppaFeel! and you don't know the answer, please signpost people to the relevant website:
asda.com/tickled-pink
breastcancernow.org
coppafeel.org
- And most importantly, have fun!



CONTACTS

If you have any problems on the day, phone 020 7960 3532 or email tickled.pink@breastcancenow.org

If you have any questions leading up to the day, email tickled.pink@breastcancenow.org

Thank you so much
for your support!



Breast Cancer Now, a company limited by guarantee registered in England (9347608) and a charity registered in England and Wales (1160558), Scotland (SC045584) and the Isle of Man (1200). CoppaFeel! is a registered charity in England and Wales (1132366) and Scotland (SC045970).