Acting FOR OTHERS

ALL YOU NEED FOR A SUCCESSFUL APPEAL

**You should have now received your Acting for Others pack with all the goodies you need for a successful collection.
Here are a few pointers to maximise your appeal from the stage**

The speech

★ Possibly the most important element to making a successful appeal is the speech. Experience shows that the most effective placing of the speech is immediately after the applause. The audience love it when the cast talk to them personally and this is the most effective way to make the audience dig deep. Playing a recorded appeal does not have the same effect and dramatically reduces the amount collected. We have provided a suggested speech to make life easy! Overcome any embarrassment about making the appeal – you are not asking for yourselves as you are the lucky ones. You are asking for your friends and colleagues that are in need.

The Shaking of the Buckets!

★ The response when the cast step off the stage and shake the buckets is AMAZING! This can pretty much triple the amount raised. It has been known for cast members to ask for a donation if photos are taken or autographs given. Some cast members ask for as much as a tenner – and it works! Ideally all exits should be covered and in the event the cast are unable to step out front, the front of house staff should be briefed properly. They too are covered by Acting for Others and if they know that, they may shake their buckets more ferociously!

The Counting and Collection of the Money

★ Once you have made a fantastic appeal, counting the collection money and banking it with the paying in slip provided would be much appreciated. We understand that this can be a tiresome and laborious task, but please know this money is going straight back to help those in need. Once the money is banked and you have emailed your final amount to us, a certificate will arrive to thank you for all your time, help and support – we couldn't do it without you!

**The collections are a team effort, and everyone plays a part.
Help us to help others
Please start
ACTING FOR OTHERS**