

They will end a conversation when requested.

They will not initiate physical contact with customers.

They are professional registered fundraisers.

They will be dressed smartly and tidily and display fundraising ID.

They will be polite and respectful.

They will keep the display tidy with no personal belongings or rubbish visible and no eating on site.

There is a crowd, only two staff working unless approved.

They will not follow customers down the mall or move more than an arms length from the kiosk.

Their display will have professional promotional materials in keeping with display guidelines.



# How to create a successful retail experience:

1

Ensure that staff, display presentation and merchandising are eye catching and professional.

2

Engage with shoppers in a way that results in a positive customer experience.

## Engagement Guidelines



Approach people politely and respectfully.



Do not call out to a customer, or coax them over from a distance.



Do not try to engage a customer that has already passed or attempt to make the customer turn around.

## Display Guideline



Banners must be double sided and no higher than 1.5m



No rubbish or personal belongings on the kiosk and keeping the area tidy.



Make sure promotional signage is professionally printed, fits the counter and is neatly fixed to the counter.

## Behavioural Guideline



Do not try to gain a customer's attention by using gestures or movement.



Do not block a customer's path or place samples or brochures at face level in order to obstruct.



Do not follow a customer.

People are much more likely to give when asked directly.  
Fundraising enables charities to help the neediest in our communities