

# YOUR ONE CREW PLANNER

MAKE THIS YEAR YOUR BEST YEAR EVER



Lifeboats





# A one crew effort

**As we celebrate our 200th anniversary year, we wanted to take the opportunity to say thank you for everything you do to grow support for the RNLI.**

As you read this, the chances are that at least one volunteer lifeboat crew is at sea, heading to the rescue. Our lifeboat crew and lifeguards have the courage to take on the most demanding challenges to save every one. But none of these incredible rescues would be possible without the kindness shown by our communities. Since 1824, the kit, training, lifeboats and fuel we've needed to save lives has been funded by kind donations. And with your support, this story of courage, community and kindness can continue. It's always been a one crew effort.

**At the heart of RNLI engagement is you and your community.**

It's thanks to your one crew annual programme of activity that we're able to grow income to power our lifesaving and to create more opportunities for having meaningful conversations with members of the public about what we do and why. We are so grateful for everything you're doing to deliver activity that's repeatable every year, that's sustainable and that reduces costs whilst maximising income in line with our charity's plan and priorities for 2024. We also want to leverage the opportunity our 200th anniversary brings to connect with existing and new supporters.

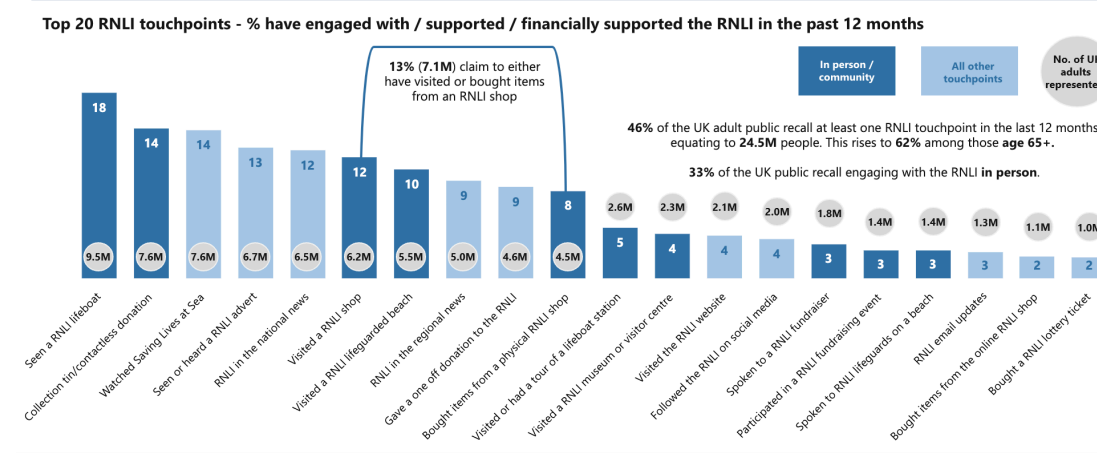
**To further support your annual programme of activity, this 'One Crew Planner' is focused on five tried and tested engagement activities:**

- 1. Maximise your opening hours**
- 2. Do Mayday your way**
- 3. Host an RNLI Day**
- 4. Organise a Collection**
- 5. Celebrate Christmas**

It signposts lots of top tips, stories and resources to inspire and empower you to create even greater impact in your community this year.



**Nearly half of the UK adult public recall a direct touchpoint with the RNLI over the last 12 months, with in person, community activity making up half of the top 20**



**Recent YouGov surveys suggest that where someone has visited an RNLI lifeboat station, shop or lifeguarded beach and spoken to someone from the RNLI, their propensity to give or to support the RNLI is much higher. That's why every conversation that you have with members of the public or with people in your community – no matter what your volunteer role – has such a powerful impact on whether someone chooses to pop a coin in the bucket; to buy something in the shop; to become a crew member; to share a lifesaving message; or to leave a gift in their Will.**

## Every conversation matters.

This year, together as one crew, we're looking forward to supporting you to build on your annual programme of activity and to create more opportunities for having meaningful conversations in your communities about the amazing lifesaving work of the RNLI - to commemorate our past, celebrate our present and inspire future generations.

With thanks and appreciation for everything you do to save lives at sea,  
*Peter Emmett*  
 Head of Engagement



# 1. Maximise your opening hours



## Do your research

Do you open both your shop and lifeboat station:

- at the same time as other businesses on your street?
- all year round?
- when there are big community events happening?
- on crew training evenings?
- in line with local coach/ferry/cruise timetables?

## Promote when you're open

Don't forget to:

- put clear and consistent opening hours on the doors and on the RNLi website
- regularly update 'your shop window' to encourage repeat visitors
- promote your retail and visitor experience offer on social media and with local groups and businesses

## Community outreach

It's worth considering:

- taking the RNLi into your community
- attending regular market stalls or events - same time, same place



## We open every day...

Last year, Blackpool Lifeboat Station started opening their station and shop to the public every day. Knowing how busy the passing footfall gets with the Blackpool Illuminations in the autumn, the shop volunteer team also increased their opening hours late into the evening during these months too. Opening every day and for longer in line with major local events has meant that Blackpool Lifeboat Station is now one of the top turnover shops in the RNLi and is seeing significant growth year on year.

## It's all about consistency...

Consistency and commitment are key to the success of Workington Fundraisers who hold a regular retail branch market stall. Building meaningful relationships is at the heart of ensuring that the local community know where to shop locally with the RNLi and when.

## Working as one crew...

Burnham-on-Crouch Lifeboat Station is a floating boathouse. By working more closely with lifesaving operations and the lifeboat visits officer and agreeing to open their doors consistently, the fundraisers strengthened their pop-up shop retail offer. Not only have they seen an increase in visitor numbers, but also an increase in retail sales, fundraising income and expressions of interest in volunteering.



## Sharing on social media...

North Berwick Lifeboat Station shop used to be open at ad-hoc times turning over £20,000 every year. By recruiting a full shop team to consistently be open every day 9am - 5pm and by using the station's social media accounts to grow awareness of shop opening hours, the shop today turns over £100,000 a year.

**Look it works!** Here are just some of our communities sharing their successes...



**CREATE MORE OPPORTUNITIES FOR MEANINGFUL CONVERSATIONS**



# WILL YOU ANSWER THE CALL?



**Mayday** is our national fundraising campaign that takes place during the month of May.

We have answered Mayday calls for 200 years, but as summer approaches, we're the ones sending out a Mayday call. We know our lifesavers are going to be facing another busy summer season. To keep them safe, ready and knowing they can handle whatever summer brings, we need your help.

## Resources Available

### Via Volunteer Zone

- Risk Assessment Templates
- Events Management Plan Templates

### Via MyStore

- Collection Bucket Labels
- Editable Posters, Tickets & Invites
- Thank You Certificates

### Via your local resource custodian

- Stormy Stan

### Via your Community Manager

- Contactless Units and PDQs
- Bunting, Feather Flags and Pull Up Banners

BOOK 8 WEEKS IN ADVANCE

## 2. Do Mayday your way

### Organise a Collection



Turn any of your street or supermarket collections in May into a Mayday collection.

### Walk a Mayday Mile



Encourage your local community to walk, run, skip or jump a Mayday Mile.

### Hold a Crew Car Wash



Transform your lifeboat station into a yellow welly car wash service for a day.

### Host a Coffee Morning



Get yellow welly baking and host a coffee morning or a cuppa with the crew.

### Play the Lemon Challenge



GREAT IDEA FOR SHOPS

Challenge supporters to win a prize by balancing a coin on a floating lemon. Float to win!

### Organise a Duck Race



Bring out the yellow ducks (or floating lifeboats) and get racing.

Ask your Designated Events Volunteer to register your event online



Discuss your event with your Community Manager



# 3. Host an RNLI Day

**RNLI Open Days, Flag Days and Lifeboat Days** are annual one crew events for the whole community.



**Organise a Meet and Greet Day**  
An opportunity to meet the crew and see the lifeboat in action



**Organise a Flag Day**  
Amplify a street collection into an annual Flag Day in your city, town or village



**Organise an RNLI Weekend**  
Deliver a programme of activity for the whole family over a few days



**Organise an Open Day**  
Open your doors to the public with food, stalls, and lots of entertainment

Ask your Designated Events Volunteer to register your event online



## How to organise an RNLI Day

- Agree the purpose of your RNLI Day. Who is your target audience?
- Get a team together. Define roles and responsibilities.
- Check your local community calendar. What events are already happening in and around your community?
- What's your budget? How will your event bring in a 3:1 return on investment?
- Who will you need to bring on board to support your event?
- Could it be a recruitment opportunity?
- Complete your risk assessments and events management plan.
- Order the resources you'll need
- Tell your community about your event
- On the day - have fun!
- Evaluate your successes and learnings

## Resources Available

### Via Volunteer Zone

- Risk Assessment Templates
- Events Management Plan Templates
- How to Guide: Open Days
- Recruitment: Expression of Interest Forms

### Via MyStore

- Editable Come Visit Us Posters & Banners

### Via your local resource custodian

- Gazebo
- Stormy Stan
- Inflatable Shannon

### Via your Community Manager

- Contactless Units and PDQs

BOOK 8 WEEKS IN ADVANCE



Discuss your event with your Community Manager



## Celebrate the anniversary of the world's first street collection with your very own collection in October.

Thanks to public donations, the RNLI has saved lives at sea for 200 years. But it was on 10 October 1891 that community fundraising as we know it today really started.

In 1886, 27 lifeboatmen lost their lives rescuing crew from a German barque. A plan was subsequently put in place to raise funds for the community, 16 widows and 50 children.

Local industrialist Sir Charles Macara and his wife Marion organised the world's first street collection in the city of Manchester, aimed to enable all, from all backgrounds, to support the RNLI, not just the private wealthy few.

Thousands of people flocked to the streets to see the parade of lifeboats and volunteer crew with buckets and purses on poles and were moved to give generously. The people of Manchester donated over £5000 on that day, on what would become known as Lifeboat Saturday.

The Lifeboat Saturday street collections quickly spread to other towns and cities. But they didn't just help grow support and income for the RNLI, they enabled fundraising groups and street collections to become a vital income stream for charities around the world.



## 4. Organise a Collection

### Street Collection



### Supermarket Collection



### Major Event Collection



### Resources Available

#### Via Volunteer Zone

- Risk Assessment Templates
- Supermarket Collections Guide
- Recruitment: Expression of Interest Forms

#### Via MyStore

- Collection Buckets and Labels

#### Via your local resource custodian

- Stormy Stan

#### Via your Community Manager

- Contactless Units
- Set up JustGiving/Eventbrite

BOOK 8 WEEKS IN ADVANCE



Ask your Designated Events Volunteer to register your collection online



Discuss your event with your Community Manager



# 5. Celebrate Christmas

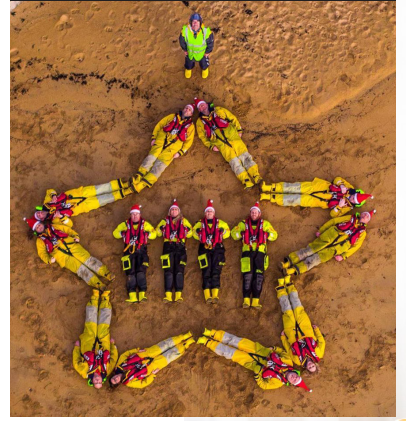
## Christmas Fairs



## Reflect on Achievements



## Get Creative



## Christmas Cards



## Festive Cold Water Dips



## Reindeer Run



Discuss your event with your Community Manager

Ask your Designated Events Volunteer to register your event online



# YOUR ONE CREW PLANNER

## JAN / FEB / MAR OPENING HOURS

## APR / MAY / JUN MAYDAY

## JUL / AUG / SEP RNLI DAYS

## OCT / NOV / DEC CHRISTMAS

### COLLECTIONS

- KEY DATES**
- Sir William Hillary's Birthday (4 January)
  - RNLI Birthday (4 March)
- THINGS TO DO**
- Review opening times
  - Book annual stalls / fairs

- KEY DATES**
- Mayday fundraising campaign
  - Float to Live campaign launch
  - Volunteers Week
- THINGS TO DO**
- Do Mayday your way
  - Organise a collection

- KEY DATES**
- World Drowning Prevention Day (25 July)
  - RNLI Next Year Budget Setting
- THINGS TO DO**
- Host an RNLI Open Day, Flag Day or Lifeboat Day

- KEY DATES**
- Anniversary of world's first street collection (10 October)
- THINGS TO DO**
- Organise a collection (October)
  - Create Christmas traditions

WHAT WILL WE DO?

WHAT WILL WE DO?

WHAT WILL WE DO?

WHAT WILL WE DO?



# We're here to support you

## I WANT TO...

PLAN A NEW EVENT

CREATE POSTERS, TICKETS, BANNERS AND INVITES

BORROW A CONTACTLESS DEVICE OR PDQ MACHINE

BOOK OUT A GAZEBO, STORMY STAN OR INFLATABLE SHANNON

GET ADVICE ON VOLUNTEER RECRUITMENT

FIND A SPONSOR FOR MY EVENT

KNOW THE RNLI'S LIFESAVING STATISTICS AND KEY MESSAGES

GIVE A PRESENTATION

## WHO SHOULD I SPEAK TO?

Ask your Designated Events Volunteer to register your event online. Discuss your event with your Community Manager.

Order via MyStore (ideally with 8 weeks' notice) with support from Volunteer Experience team or your Community Manager.

Book via your Community Manager (ideally with 8 weeks' notice).

Book via your local resource custodian (ideally with 8 weeks' notice) with support from Volunteer Experience team or your Community Manager.

Speak with your Community Manager and / or sign up for Volunteer Manager training workshops.

Send a list of your potential sponsors to your Community Manager for undertaking due diligence and supporting with sponsorship packages.

These are available on Volunteer Zone. Search for the annual Loud and Clear publication.

You can download materials, from RNLI-branded presentations, logos and posters to action-packed photographs and films on Volunteer Zone.



WHAT WE DO

SUPPORT US



GIFTS IN WILLS

RNLI SHOP

DONATE NOW

Home > Support us > Volunteer > Volunteer Zone > Resources, guides and policies

## Resources, guides and policies

Share this page



Find useful resources, policies, presentations, and tips to help you share safety messages and raise funds.



### Images, videos and other materials

Download photos, videos and the RNLI presentation to help you tell the incredible stories from across our charity.

[VIEW OUR MATERIALS >](#)



### Policies and guides

Download our latest stats, policies, and guides.

[VIEW OUR POLICIES AND GUIDES >](#)



### Online ordering

Get exclusive resources specific to your role and order materials through our self-service system.

[FIND OUT MORE ABOUT ONLINE ORDERING >](#)



### Fundraising and events support

If you're a volunteer putting on an RNLI fundraising event or running fundraising activities but aren't sure where to start, you've come to the right place! Here you can find our useful guides to fantastic fundraising.

[FIND OUT MORE ABOUT FUNDRAISING >](#)



### Resources for volunteer managers

If you manage volunteers as part of your role, we have some useful resources to help you.

[VIEW RESOURCES FOR VOLUNTEER MANAGERS >](#)



### Event planning resources

Find useful resources to help you plan events for the RNLI. From top tips to helpful risk assessment guides, we've put together all the resources you need to help you plan and run fun, safe and legal events.

[VIEW OUR EVENT PLANNING RESOURCES >](#)

## The RNLI is the charity that saves lives at sea.

The Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (CHY 2678 and 20003326), the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Guernsey and Alderney, of West Quay Road, Poole, Dorset, BH15 1HZ. Clayton Engineering Limited (Registered No. 01274923). R.N.L.I. (Sales) Limited (registration number 2202240) also trading as RNLI Shop. RNLI College Limited (registration number 7705470). All companies are registered in England and Wales with registered offices at West Quay Road, Poole, Dorset BH15 1HZ.