

Retail Gift Aid at Sue Ryder

Volunteer document



palliative,
neurological
and bereavement
support

This document has been created for Retail volunteers who don't access training via the Learning Hub. Please ensure you read this carefully and speak to your Line Manager if you have any questions.

Content:

- Introduction and Intended Learning Outcomes
- How does Retail Gift Aid work?
- Signing up new Gift Aid donors
- Looking after existing donors
- Gift Aid donations process
- Rotated/decode stock
- Summary

Introduction and Intended Learning Outcomes

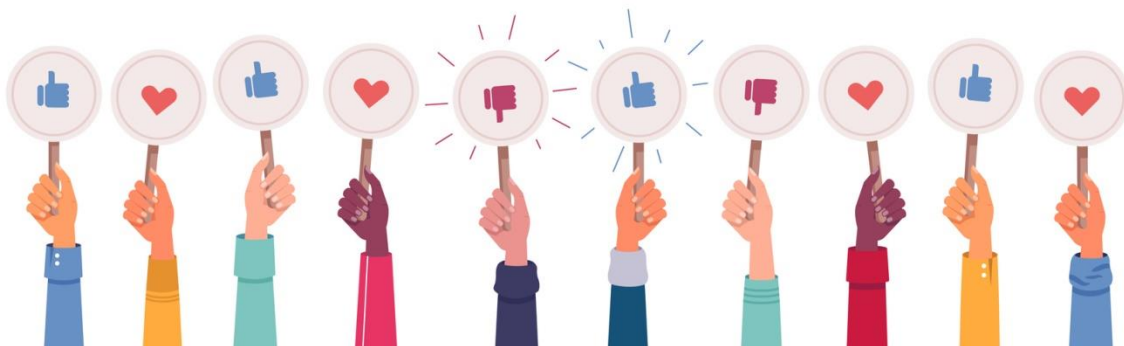
Here is a video from [Keren Caird, Retail Gift Aid Manager for Sue Ryder](#), introducing you to the course. Please click the link below to view the video.

<https://youtu.be/vrxE2SBMjpg>

Please also watch this video below to continue.

https://youtu.be/fsBT3Exej_w

Every customer in your shop is **equally valued** and should be treated with the same level of **care, respect and importance**.



Smile and ask every donor if they have their Gift Aid Donor ID Card.

This acts as a **reminder to an existing donor**; it allows you to **introduce the scheme** if they have not signed up, allows them to **decline if they do not meet the qualifications** and importantly it **avoids duplicates**.

Regardless of if they are a Gift Aid donor, **don't forget to tell them how grateful we are for their kind donations**.

Intended Learning Outcomes

By the end of this e-Learning course, you should be able to:

- Recognise how Retail Gift Aid works
- Demonstrate speaking to customers about Gift Aid
- Identify how to sign up a new Gift Aid donor
- Explain how to look after existing donors
- Operate the gift Aid Donations process in a real life scenario

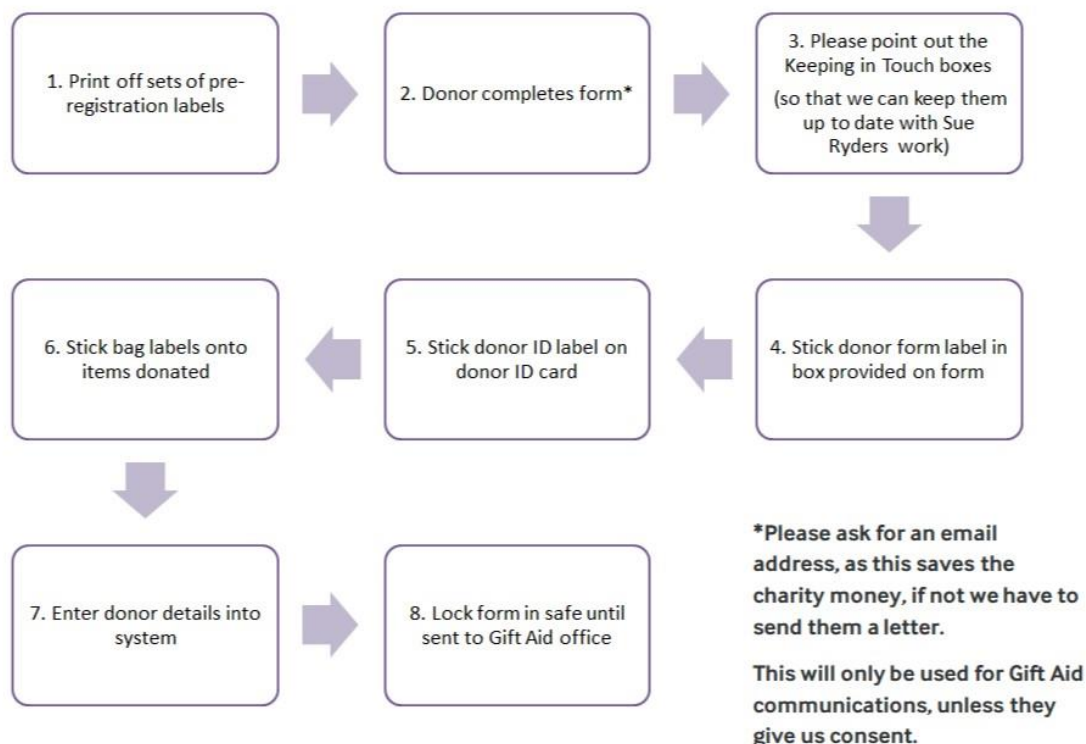
How does Retail Gift Aid work?

Please watch this short video below to see how Retail Gift Aid works.

<https://youtu.be/li9H-hWEObs>

Signing up new Gift Aid donors

Here is the process we must follow when signing up new Gift Aid donors.



Looking after existing donors

1. Ask the donor if they are a Gift Aid donor with Sue Ryder
2. Ask for their donor ID card
3. If the donor does not have their ID card, search via postcode and name
4. Scan or manually enter the number into the system
5. Check details are the same – name & address
6. Ask for an email address if we don't have one, explaining that it will save the charity money
7. Print off label for each item/bag
8. Stick label onto large sack label & attach to items/bags

9. Place items/bags in Gift Aid sorting bay

Gift Aid Donations process

Please watch this short video below to see the Gift Aid Donation process we follow.

<https://youtu.be/kdlrktKDejA>

Rotated / decode stock

Here are 3 things you need to remember when rotating and decoding stock:

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1. Prioritise Gift Aid stock
2. Only re-label if you are changing the price, the sale will still be recorded under your shop number
3. If you cannot scan or read the label, do not guess the donor ID number, re-label as non-Gift Aid stock

Summary

Thank you for completing this Retail Gift Aid e-Learning, we hope you found this course useful.

Important points to remember:

- Treat every customer/donor with the **same care, respect and importance**
- **Ask every donor every day to Gift Aid.** We need more donors signed up to Gift Aid to increase our sales conversion
- Ensure that **every Gift Aid item is correctly labelled** with **Donor ID number**
- Ensure the **information we have for existing donors is correct**
- Always ask for an **email address** to save the charity money
- Point out the **Keeping in Touch boxes** - so we can keep them up to date with the work of Sue Ryder