



Lifeboats



YOUR ONE CREW PLANNER

MAKE THIS YEAR YOUR BEST YEAR EVER

A ONE CREW EFFORT

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. None of these incredible rescues would be possible without the kindness shown by our communities. Since 1824, the kit, training and lifeboats we've needed to save lives has been funded by voluntary 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 while maximising income. It's brilliant that you're connecting with so many existing and new supporters.

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 inclination 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

We are here to support you. Together as one crew we can help you build on your annual programme of activity and create more opportunities for having meaningful conversations in your communities about the amazing lifesaving work of the RNLI.

With thanks and appreciation for everything you do to save lives at sea,

Peter Emmett

Head of Engagement

To 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

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



1. MAXIMISE YOUR OPENING HOURS

Additional opening generated more than £200K in retail sales in just 6 months in 2024 as well as an increase in footfall to our Visits spaces



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 ...

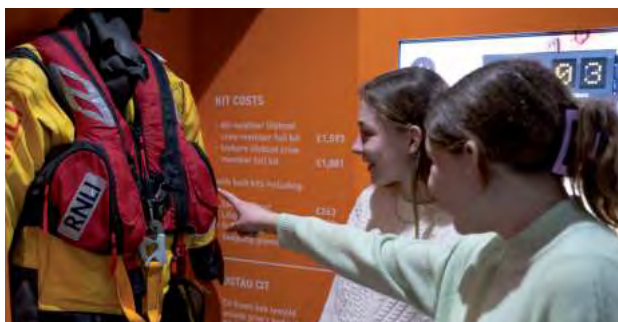
Dunmore East Shop is a great example of how an open door is key to an increase in trade. They recently recruited seven new shop volunteers and went from being open 4 days a week to being open 7 days a week. This led to a fantastic 60% increase in sales. The volunteers regularly promote the shop on social media too, sharing photos of stock.

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 more than 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
- ☐ Event Planning Templates and Guidance

Via MyStore

- ☐ Collection Bucket Labels
- ☐ Editable Posters, Tickets and 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**

**Find loads of useful
resources on the
Volunteer Zone**



SCAN ME

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.

Make a welly trail



Hide wellies along a trail or in shop windows for family fun.

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.

Remember to include Mayday in your event name and list it on [RNLI.org](https://www.rnli.org)



**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.
- ☐ Make sure you have RNLI insurance cover for water-based activities.
- ☐ 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 Template
- ☐ How to Guide: Open Days
- ☐ Recruitment: Expression of Interest Forms

Via MyStore

- ☐ Editable Come Visit Us Posters and Banner

Via your local resource custodian

- ☐ Gazebo
- ☐ Stormy Stan
- ☐ Inflatable Shannon

Via your Community Manager

- ☐ Contactless Units and PDQs

**BOOK 8
WEEKS IN
ADVANCE**

4. ORGANISE A COLLECTION

Celebrate the anniversary of the world's first street collection with your very own Lifeboat Saturday Collection. Make it a special annual event on the second Saturday of October.

Thanks to public donations, the RNLI has saved lives at sea for more than 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 ship. 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 £5,000 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.



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
- ☐ Suggested donation thank you items

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 event online and make sure you have the right permissions and permits too



**Discuss your event with
your Community
Manager**

5. CELEBRATE CHRISTMAS

Christmas
fairs



Reflect on
achievements



Christmas
carols



Christmas
cards



Festive cold
water dips



Reindeer
Run



Before you
start: ask your
Community
Manager to help
with unique risks
for events like
these

Ask your designated Events Volunteer to register your event online



YOUR ONE CREW PLANNER

Why not plan your event to tie in with some key RNLI dates below? Or for more inspiration, head to the Volunteer Zone.

JAN/FEB/MAR	APR/MAY/JUN	JUL/AUG/SEP	OCT/NOV/DEC
OPENING HOURS	MAYDAY	RNLI DAYS	CHRISTMAS
COLLECTIONS			
<p>KEY DATES</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sir William Hillary's Birthday (4 January) <input type="checkbox"/> Free Wills Month (UK) <input type="checkbox"/> RNLI Birthday (4 March) <p>THINGS TO DO</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review opening times <input type="checkbox"/> Book annual stalls/fairs <input type="checkbox"/> Recruit for the year ahead 	<p>KEY DATES</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mayday fundraising campaign <input type="checkbox"/> Float to Live campaign launch <input type="checkbox"/> Volunteers Week <input type="checkbox"/> Free Wills Month (Ireland) <p>THINGS TO DO</p> <ul style="list-style-type: none"> <input type="checkbox"/> Do Mayday your way <input type="checkbox"/> Organise a collection 	<p>KEY DATES</p> <ul style="list-style-type: none"> <input type="checkbox"/> World Drowning Prevention Day (25 July) <input type="checkbox"/> Grace Darling rescue anniversary (7 September) <input type="checkbox"/> 999 day (9 September) <input type="checkbox"/> My Legacy Month (Ireland) <p>THINGS TO DO</p> <ul style="list-style-type: none"> <input type="checkbox"/> Host an RNLI Open Day, Flag Day or Lifeboat Day 	<p>KEY DATES</p> <ul style="list-style-type: none"> <input type="checkbox"/> Free Wills Month (UK) <input type="checkbox"/> Anniversary of world's first street collection (10 October) <p>THINGS TO DO</p> <ul style="list-style-type: none"> <input type="checkbox"/> Organise a collection (October) <input type="checkbox"/> Create Christmas traditions <input type="checkbox"/> Review successes and plan next year's activity
WHAT WILL WE DO?	WHAT WILL WE DO?	WHAT WILL WE DO?	WHAT WILL WE DO?

Be prepared: it pays to plan your events 3–6 months in advance

WE'RE HERE TO SUPPORT YOU

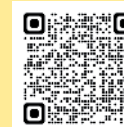
Here's a handy table of who to speak to for your specific questions. For anything else, contact the Volunteer Experience Team who will be happy to help. Call 0300 300 9913 (from the UK) and 01 511 9835 (from Ireland). Or email Volunteer_Experience@rnli.org.uk. The team are available Monday to Friday, 8am to 6pm.

I WANT TO...	WHO SHOULD I SPEAK TO?
PLAN A NEW EVENT	Ask your designated Events Volunteer to register your event online. Discuss your event with your Community Manager.
UNDERSTAND HOW TO ACCEPT FUNDRAISING DONATIONS IN A COMPLIANT WAY	Speak with your Community Manager or read the Policies and Guides section on Volunteer Zone
CREATE POSTERS, TICKETS, BANNERS AND INVITES	Order via MyStore (ideally with 8 weeks' notice) with support from Volunteer Experience team or your Community Manager.
BORROW A CONTACTLESS DEVICE OR PDQ MACHINE	Book via your Community Manager (ideally with 8 weeks' notice).
BOOK OUT A GAZEBO, STORMY STAN OR INFLATABLE SHANNON	Book via your local resource custodian (ideally with 8 weeks' notice) with support from Volunteer Experience team or your Community Manager.
GET ADVICE ON VOLUNTEER RECRUITMENT	Speak with your Community Manager and/or sign up for Volunteer Manager training workshops.
FIND A SPONSOR FOR MY EVENT	Send a list of your potential sponsors to your Community Manager for undertaking due diligence and supporting with sponsorship packages
KNOW THE RNLI'S LIFESAVING STATISTICS AND KEY MESSAGES	These are available on Volunteer Zone. Search for the annual <i>Loud and Clear</i> publication.
GIVE A PRESENTATION	You can download materials – from RNLI-branded presentations, logos and posters to action-packed photographs and films – on Volunteer Zone.

VISIT THE VOLUNTEER ZONE ON RNLI.ORG

To access all sorts of useful resources, including policies, presentations, guides, and tips to help you share safety messages and raise funds - go to RNLI.org/VolunteerResources

Find loads of useful resources on the Volunteer Zone



SCAN ME

[Home](#) > [Support us](#) > [Volunteer](#) > [Volunteer Zone](#) > [Resources, guides and policies](#)

Resources, guides and policies

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

Share this page



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 >](#)



Volunteer resources, guides and policies

Discover a hub of useful resources, guides, and policies to help you get the most of out of your role as a volunteer or volunteer manager.

[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 >](#)



Water Safety resources

Find resources and information to help you share water safety advice in your community.

[FIND WATER SAFETY RESOURCES >](#)



Engagement volunteer resources

Discover useful resources for RNLI engagement volunteers. If you're a shop, visits, or fundraising volunteer, find everything you need to help you in your role here.

[VIEW ENGAGEMENT VOLUNTEER RESOURCES >](#)



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 >](#)





Around half of the volunteers at North Berwick gathered for a celebration of RNLI200

Royal National Lifeboat Institution
West Quay Road, Poole, Dorset, BH15 1HZ
RNLI.org

Photos: lynseymelvillephotography @iconized.ltd/ Felix Bluethner, Iolo Penri Jones, Andrew Parish, Victoria Phipps, Scott Ramsey, Callum Robinson, Justin Smith/Hallmark, RNLI/(Aberdeen – Jamee Kirkpatrick, Richard Adams, Anstruther, Karen Tye Bentley, David Edwards, Andy Hodgson, Tom Kerley, Faye Maher, Nigel Millard, Bridlington LPO - Mike Milner, Ceri Oakes, Nathan Williams)

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



Lifeboats