



Information

to you who is the responsible teacher/leader for the fundraising 2020

A handwritten signature in black ink, appearing to be "Leyf", is located above the content list.

Content:

- Majblomman's fundraising - how it works
- Letter to the legal guardian
- Tips for a safe fundraising
- Distribution of mayflowers
- Frequently asked questions about the fundraising

Majblomman's fundraising - how it works

Before

- **Talk with the children** about Majblomman and why you are participating in the fundraising. You can watch Majblomman's movies or let Majblomman be "Grej of The Day". If you want to delve deeper into the questions of Majblomman and let Majblomman be a part of your teaching, you can use our teaching materials and lesson plans based on the school curriculum, which are available at majblomman.se
- **Hand out forms** to the children for their legal guardians to sign, and then collect them. This is to approve that the child is allowed to participate and that the guardian is ultimately responsible.
- **Hand out sales bags and flowers** to the children. These will be delivered to you the week before the fundraising starts.
- **Register a group code** that all children in the group needs and should use. It takes a maximum of two minutes to create a group code and you can do it at swish.majblomman.se.
- **Make sure all children have registered their QR-code** and therefore also connected it to the group code you have already

created and given to them. The kids can easily register in Majblomman's app or at swish.majblomman.se. You can do this as a class activity, and it will take a maximum of ten minutes.

During

- **Answer questions** that might arise. Please use the document: "Frequently asked questions about the fundraising".
- **Tell the kids** that they can participate in competitions in Majblomman's app and win nice prizes!
- **Sign up** for the fundraising competition. Every child who participates has the opportunity to go to Stockholm Castle and meet the Queen.

After

- **Do Majblomman's math lesson** in order to assist the children in filling out their accounting envelopes correctly.
- **Gather leftover flowers, bags and accounting envelopes** to be picked up by Majblomman.

At majblomman.se you can read more and download teaching materials.



To guardians

Children can change society

Children are selling mayflowers all over the country, and each one of them are helping us to combat child poverty in Sweden. Majblomman provides financial aid, raises awareness of children’s situations and supports research projects aimed at improving conditions for children.

Taking part in Majblomman’s fundraising is easy and free of charge. Once your child receives their sales bag and mayflowers, they’re all set to start selling. Every child keeps 10% of whatever they sell. The group receives a further 10%. When the campaign is over, you need to fill in the accounting envelope, take the child’s 10% commission (plus any bonus earned), place unsold flowers in a bag and then hand the leftover flowers and the accounting envelope in to the school/association. This year’s campaign begins on 23 April. Every child can take payment by cash or Swish. Your child doesn’t need to have a phone, as payment is made through a unique QR code which is printed on each price list. Use the Majblomman app (or visit our website) to register your child and track your child’s sales and compete to win prizes. For more information, visit majblomman.se.

As a guardian, you must provide your consent for your child to sell mayflowers. Do so by completing the box at the bottom of this document and handing it in to your school/association.

Children must hand in their accounting envelope together with any unsold flowers, by

A big thank you for allowing your child to take part in Majblomman’s campaign!
The Majblomman association in
Contact person:

Complete and hand in to school:

I hereby give consent for my child (**name, school, class**

..... to sell mayflowers.

I am hereby responsible for ensuring all funds and unsold flowers are reported in the correct way:

.....
Signature Printed name Telephone number

Processing of personal data: To ensure campaigns are carried out correctly, and that the money earned ends up in the right place, we save and use the name and telephone number of guardians. Majblomman is responsible for the personal data we collect. As a result, you always have the right to know how your personal data is used, change inaccurate data and object to the way we process your data. For more information about your rights, and our contact details if you have any questions, visit majblomman.se/integritetspolicy.

Tips for a safe fundraising*

- Children should sell mayflowers together with friends or an adult.
- Children should sell mayflowers in places where there are a lot of people, and should never go with anyone they don't know.
- Children should inform people they can pay by Swish, and only accept cash in exceptional cases.
- Children should use the green Majblomman bag for storage of mayflowers and any money earned.
- Children who are paid in cash should regularly empty their bags.
- Children should not change high-value notes for people they don't know. They should ask the person to change their note before buying a flower.
- Get in touch with local companies and ask them to support the campaign by inviting children to sell mayflowers to staff and customers.
- Follow the rules of the school/association regarding storage of cash. Do not keep money at the school unless there is a lockable safe.

If you have any questions, want advice for a safe campaign or simply wish to share your own reflections, please contact Majblommans Riksförbund.

About sharing public spaces

Public spaces are there for everyone, and everyone has an equal right to use them. Those selling mayflowers must share public streets and squares with everyone else. However, it is important that children avoid, or keep their distance from any situation which could result in conflict or confrontation. Always get in touch with Majblomman at info@majblomman.se if an incident takes place.

If anything should happen

Contact Majblommans Riksförbund on +46 (0)31-60 68 90 or get in touch with your local Majblomman contact person so we can quickly give the child the support he/she might need.

*** Majblommans Riksförbund has an accident insurance policy which covers all children selling mayflowers. This policy is valid nationwide, but does not cover loss of money.**

Frequently asked questions about the fundraising

Before

When and from where do we get the flowers and the sales bags?

You will get this information from your local Majblomman Association or the Majblomman National Association.

When should the children get their flowers?

On the day the fundraising starts, April 23, the children should receive their bags and flowers. If you have to distribute them earlier, it is important to tell the children when they are allowed to start selling.

How many flowers should I distribute to the children?

We recommend that you initially give one bag of flowers to each child.

When can the children start selling?

According to Majblomman tradition H.M Queen Silvia buys the first May flower of the year at noon on 23 April. After that, all children can start to sell.

What is a group code?

The group code is a code that the teacher/leader creates at swish.majblomman.se. The teacher/leader gives the group code to the children so that they can link their QR code to it. All children must link their QR code to the group code in order for their sales to register to the correct group.

How do children link their QR code to a group code?

When the children register their QR code in the app or at swish.majblomman.se, the QR code and the group code are automatically linked together.

During

Where can we get more flowers if the bags we received are selling out?

To get more flowers, please contact the person you got the first flowers from. It may take a few days for the new flowers to arrive, so in the meantime, check if another child has many flowers left and can share his or hers. Remember to write down how many flowers each child receives.

Can the children get refills if they sell out one sort of flower?

If a flower type runs out, you can replenish this one from another bag, just remember to note how many flowers each child receives. To clarify; a child does not have to sell out an entire bag before getting a refill. However, it is important to remember that each child should only use one price list regardless of how many flowers or flower bags the child has received. This is to make sure the child uses the same QR code throughout the fundraising.

Where can the kids see their sales with Swish?

In the Majblomman's app or on swish.majblomman.se after the child has registered his/her QR code. Before that has been done, you cannot log in and therefore not access the sales figures.

What do I do if a child loses their price list with the QR code?

You can print a copy of the child's QR code and put this on a new price list. You can do this at swish.majblomman.se. Log in as teacher/leader at the same place where you created the group code. If it does not work, contact Majblommans Riksförbund, info@majblomman.se, and we will help you.

What do we do if a child is robbed?

Report this to Majblommans Riksförbund 031-606890 and contact the person you received the flowers from.

What do we do if a child loses his or her bag?

Contact the person you received the flowers from.

For how long can we sell may flowers?

The fundraising ends in early May. The one you received the flowers from will inform you what applies in your area and when the childrens' accounts and left-over flowers should be submitted.

After**How do the children report what they have sold?**

All children who sell mayflowers must fill in and submit an accounting envelope. On this envelope you fill in your information and what you have sold. There is a quick reference guide to support this. There is also a specific lessonmaterial that you can use if you want to help the children and tie the fundraising and the declaration to the teaching. You can find the lesson on Majblomman's website.

How much money will the children who sells mayflowers retain?

Each child gets 10% of what they themselves sold for, plus 50 SEK extra for every 1500 SEK they sold for (for example, if you sold three whole flower bags for 4500 SEK you get a bonus of $50 \text{ SEK} \times 3 = 150 \text{ SEK}$). Make sure that each child have taken their money before submitting their accounting envelope.

How much money will the class/club who sold mayflowers retain?

Each class/club may keep 10% of the total sum that the group sold for.

What to we do if a child does not have enough cash to take their 10%?

If there is not enough cash, you can "borrow" cash from another child's envelope. Write on the envelope that you took the money from and who you gave it to "Taken 25 SEK to Lisa". The total sum for the entire group will still be correct. You can also contact the one you got the flowers from to get help with this.

What do we do with left-over flowers?

Any remaining flowers will be collected by the one you received the flowers from. They will collect the flowers at the same time as the children's accounting envelopes.

What do we do if flowers or cash are missing?

It is not your responsibility as a teacher/leader that everything is correct.

What do I do with the accounting envelopes?

You should give these to the one you got the flowers from, together with any left-over flowers. This person will inform you which day they will come and pick it up.

What do the kids do with their green sales bags?

The one you got the flowers from will tell you if the children are allowed to keep their bag or if it should be returned.

Didn't find your question?

Find more information on Majblomman's website, majblomman.se or ask the one you got the flowers from.