

Today's session:

- An introduction to easyfundraising and how it works
- Demo & how to register
- Raising more – how our successful causes do it
- Questions and contact details at the end



About easyfundraising

- **Helping good causes raise money since 2007**
- **Trusted by 190,000 good causes**
- **Members of the Institute of Fundraising**
- **£50million raised for good causes**





Do you shop online?

Over 80% of the UK population shops online

....or to put it in other words, more than **four in five UK consumers!**

....and **55%** of them do so **at least once a week!**



easyfundraising turns that shopping into **unrestricted funding** for your organisation.

How?

8,000 of the UK's leading retailers will **donate to your organisation** when your supporters use the easyfundraising website or app to shop with them



1. Set up a **free easyfundraising page** for your organisation at **www.easyfundraising.org.uk/west-lothian**
2. Your supporters **sign up for free and choose you** as the cause they want to support
3. When they shop online, they start at easyfundraising and 8,000 retailers will **donate** a percentage of what they spend back to your organisation – at no extra cost to the shopper

The benefits

- ✓ **Unrestricted funding**
- ✓ **Free** for all causes regardless of size and structure
- ✓ Stress free **fundraising!**
- ✓ Supporters can **give at no cost**
- ✓ **8,000+ retailers** involved

easyfundraising 8,000+ retailers will donate



Supermarkets will donate every week

AT A GLANCE
Supermarket donations

	 Home delivery	
	NEW Customer	EXISTING Customer
	£6	£1.25
	£3.50	£2
	5%	1.50%
	2.50%	1.50%
	£2.50	£0.50
	£7	£0.55
	£1.23	£0.90

Minimum spend requirement apply. Full retailer T&C's apply.
Donation rates may change from time to time, rates above were correct as of 25/03/2024

Questions you might be thinking right now!

- Do we have to be a charity?
- Will it cost us anything?
- How is easyfundraising funded?
- How are we paid our donations?



Demo and registering



[Register here:
www.easyfundraising.org.uk/west-lothian](https://www.easyfundraising.org.uk/west-lothian)



An easy way to fundraise for your organisation

When your supporters and volunteers shop online, retailers donate to your organisation – for free!

What's your organisation or group name?

Register now





THE GATEWAY
Voluntary Sector Gateway West Lothian



2021
NCVO
MEMBER



Institute of
Fundraising



UK Fundraising
www.fundraising.org.uk

Hi, tell us about you

My full name is

Enter your full name here

My email address is

Enter your email address here

I want to use this password

Enter your password here

Your password has to be 8 characters or more.

Tell us about your cause

Testing Becky

Is your cause a registered charity?

☐ Yes

☒ No

Register my cause



I agree to easyfundraising contacting me by email, phone or SMS with offers and updates to help me raise donations for my good cause.

Testing Becky
is now registered 🎉

What's next?

- ✓ We'll get you set-up so you can start raising money when you shop online
- ✓ We'll email you tips to get started, including how to add payment details

Next step

Let's spread the word

Describe your cause in a few words

Write a clear, brief description that helps people quickly understand what it is and what it's raising money for. And don't worry, you can edit this later.

We are raising money for...

Next step

[Skip for now](#)

Overlay your availability



easyfundraising

🕒 20 minutes

Select your preferred time and then follow the on-screen instructions.

We will call you at your chosen time, 20 minutes is reserved for you but the call can be as long, or short as you need.

Today January 2024						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[Just click here to go back to easyfundraising.org.uk](https://easyfundraising.org.uk)

Your organisation's easyfundraising page

[How it works](#)[Find a cause](#)[Register a cause](#)[Register a business](#)[Log in](#)[Sign up](#)

Home-Start Birmingham North West

📍 Kingstanding, Birmingham

£1,474.25 raised


49 supporters

[Sign up and support this cause](#)



All social media and email templates


Posts, social images and emails for you to share to get new supporters or engage your existing supporters



Popular

Facebook materials


Share these posts and images on Facebook to sign up new supporters and remind them to raise



Popular

Twitter materials

Share these posts and images on Twitter to sign up new supporters and remind them to raise




Whatsapp and text

Send these messages via WhatsApp to

Twitter post

Sign up new supporters

We've registered Home-Start Birmingham North West with #easyfundraising, which means over 7,000 brands will now donate to us for FREE every time you use #easyfundraising to shop with them. These donations will help SO MUCH, so please sign up to support us – it's completely FREE and doesn't take long.
https://www.easyfundraising.org.uk/causes/homestartbnw/?utm_source=facebook&utm_medium=social&utm_campaign=pmc&utm_content=gs-fb1

 Copy and post to Facebook


Back to all resources

Posters, flyers & handouts

Download and print these posters, flyers and handout cards to get people to support your cause on easyfundraising.

CAUSE PAGE QR CODE

Home-Start Birmingham North West



Download

Print

Turn your daily shopping into everyday magic for us with easyfundraising

“Sign up new supporters” (PDF)

Use this poster (A4) and flyer (A5) to encourage supporters to sign up

Preview A4 format

Preview A5 format

3 top tips from successful easyfundraising causes

Raise big donations through travel & holidays



Book a package holiday and you could raise £35 per booking

(Amount based on average donation for package holidays 2023)



Book your next hotel stay and you could raise over £10 on your booking

(Average donation for accommodation and hotel bookings this year)



Raise money when you buy things for your organisation

 Viking
RAJA GROUPeurooffice
Your office, our passionThe Staples logo, featuring a red icon of a staple followed by the word "Staples" in a red, sans-serif font.UK Office Direct
THE LOW-COST OFFICE SUPPLIERprinterinks
YOUR INK & TONER SHOPThe Vodafone Business logo, featuring a red speechmark icon above the word "vodafone" in a bold, lowercase font, with "business" in a smaller, lowercase font below it.



Raise up to £150!

Big donations available
when you purchase
insurance, broadband,
mobiles and ISAs.



Petplan[®]

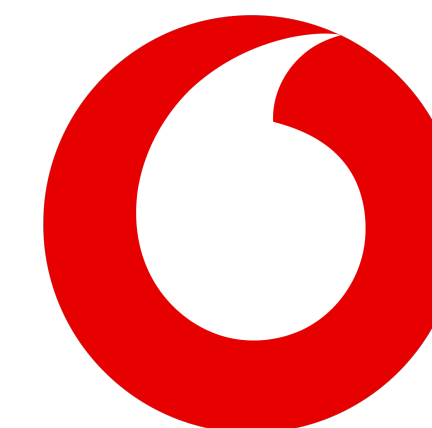


Uswitch




RAC

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TalkTalk
For Everyone

Retailers	Donation	
	Car Insurance	Home Insurance
Confused.com	£18	£17
MONEYSUPERMARKET	£19	£17
GO.COMPARE	£17.50	£15
 comparethemarket™	£12.50	£10

*donation rates were correct as of the 11th March





Next steps:

Set up your free easyfundraising page here:

www.easyfundraising.org.uk/west-lothian

Contact me at:

becky@easyfundraising.org.uk