

# Start receiving free funding for your organisation.

7,000 online retailers will donate money to your organisation when your supporters shop with them - for free!



# Tips for getting off to a great start

## Get in the know

Learn from the very best, and book a 15-minute call with the easyfundraising team. The team will give you a demo of the site and share tips and tricks on how to raise as much as possible.

## Shout from the rooftops

The key to making easyfundraising a success is recruiting as many supporters as possible. easyfundraising provide a comprehensive package of ready written social posts, newsletter content, emails, posters, flyers, videos and much more to help you easily spread the word - and all for free!

## What is easyfundraising?

easyfundraising is the UK's biggest charity fundraising platform. It turns everyday online shopping into free cashback for your organisation. Free and easy to use, easyfundraising has helped good causes raise over £44m so far.

## Who can support my organisation?

Your volunteers, supporters, staff, family and friends can all support you for free as they shop - in fact, the more people you have as supporters, the better!

## Never, ever miss a donation

Every online purchase should be done through the easyfundraising app or website. Encourage your supporters to download the Donation Reminder button onto their computer or laptop and download the app onto their phone.

## Know someone who owns a business?

If they can purchase their office supplies, stationery, tech, hotels, and flights through the easyfundraising site - you will raise more, faster.

## How does easyfundraising work?

When your supporters visit their favourite online retailers through the easyfundraising website or app, once they've made a purchase, the retailer makes a cashback donation to your organisation to say 'thank you' for shopping with them. There are over 7,000 retailers to shop with, including everyday favourites like eBay, Sainsbury's, Trainline, John Lewis, Just Eat, Argos, Booking.com, Tesco, Asda and thousands more.

## Do we need to be a charity?

No! easyfundraising is open to good causes of all shapes and sizes, including voluntary groups, CICs, social enterprises, schools, churches, sports clubs and more.

## Stay informed

Stay in the loop and look out for easyfundraising webinars and workshops to ensure you are keeping on top of the latest advancements on the platform and big donation wins.

## Is it really free?

Yes! There is no cost to your organisation or your supporters.

## How much do the retailers donate?

On average most retailers offer a 1.5%-3% cashback donation on every online purchase. And many retailers double, or in some cases triple their cashback donation regularly so you raise even more.

"We were looking for new ways of raising funds for our village hall and I came across easyfundraising. The hall earns money when our supporters shop online - what's not to love? It was incredibly easy to set up, it just takes a couple of minutes and there are so many retailers to choose from. I can't recommend it highly enough."

Bishopwood Village Hall

JOHN LEWIS



GROUPON™



Sainsbury's

M&S

Booking.com

Get started, sign up today via the link below:

[www.easyfundraising.org.uk/reading](http://www.easyfundraising.org.uk/reading)