



easyfundraising for your organisation



How to make the most of easyfundraising for your organisation



easyfundraising is a **simple, safe and secure** fundraising option that organisations can use all year round - and it's completely **free**.

And unlike face-to-face fundraising events, easyfundraising is **COVID proof**.

“ Using easyfundraising is so good because, for once, we're not asking our congregation to give money. All they need to do is to log into easyfundraising at the start of their online shopping and that's it! The money simply appears in your bank account - a lovely surprise for any treasurer! ”



St Paul's Church, Whitley Bay, £579 raised

Used by
180,000
causes

£35 million
raised to date

Trusted by
840
North East organisations

Shop at over **6,000** online sites



So, how does it work?

easyfundraising enables organisations to raise money when volunteers, staff and supporters shop online. 6,000 retailers will **donate to your organisation for free** when shoppers buy anything from fashion to furniture and holidays to home insurance.



1. Join

Register your organisation then ask volunteers, staff and supporters to sign up in support



2. Shop

Every time they shop online, they go to easyfundraising's website or app first...



3. Raise

...they shop as normal and the retailer gives your organisation a free donation - easy!

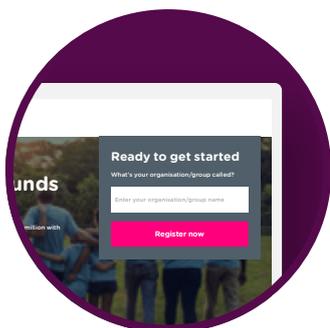
What do other organisations think?

“easyfundraising is an easy way of generating donations with minimal effort. I would recommend it to any organisation trying to raise funds as its easy to do and can make a big difference.”



Prudhoe Community Band, £2140 raised.

How to register your organisation:



Visit this page to register:
www.easyfundraising.org.uk/newcastle

Committee meeting checklist

Use this checklist at your next meeting to ensure your organisation makes the most of easyfundraising



| Item | Action | Who | Deadline | Complete |
|------|--|-----|----------|----------|
| 1 | Register at easyfundraising page: www.easyfundraising.org.uk/newcastle | | | |
| 2 | Book your coaching session - 15 minutes with an easyfundraising expert who can show you around the website. | | | |
| 3 | Set your target or decide what you want to use the funds raised for | | | |
| 4 | Nominate your easyfundraising reps - ask other people within your organisation to help you get the message out to supporters | | | |
| 5 | Use the ready written tools to start letting supporters know. Think about promoting at key shopping times eg Easter, Christmas, Father's Day | | | |
| 6 | Think about other opportunities to speak to supporters and get them signed up e.g. welcome pack, open days, AGMs | | | |
| 7 | Contact local businesses and ask them to support your organisation via easyfundraising - businesses make regular online purchases, including travel and accommodation! | | | |

Top 3 tips for raising as much as possible



1

Use the resources that easyfundraising provide in the **Promote My Cause** area to regularly promote easyfundraising to your network. Don't limit yourselves to just volunteers, staff and supporters - anyone in the community can help and don't forget any local businesses who will be able to boost funds through their buying too!

2

Ask everyone to download the **Donation Reminder** and get the **easyfundraising app**. Supporters with these tools never forget to raise a donation and tend to stick with you for many years!

3

Thank and encourage your supporters - check out the Supporter Communications section on the website to personalise the messages you send. **Everyone loves a 'Thank you'!**

Visit this page

to register for free funds today:

www.easyfundraising.org.uk/newcastle