



an additional way to fundraise



Supplement your existing fundraising activities with easyfundraising - the UK's largest charity fundraisers who ensure every online purchase means more.

+ What does easyfundraising do?

easyfundraising turns everyday online shopping into free donations. Free and easy to use, registering with easyfundraising provides a practical way of fundraising throughout the year without even thinking about it. Since its establishment in 2007, easyfundraising has helped good causes and charities to raise nearly £40M, which they have used to fund exciting projects, maintain facilities, and better support the work they do.

+ How does easyfundraising work?

When anyone visits their favourite online retailers through the easyfundraising website or app; and makes a purchase, the retailer will donate to your registered cause to say 'thank you' for shopping with them. There are over 6,000 retailers to shop with, including everyone's everyday favourites...

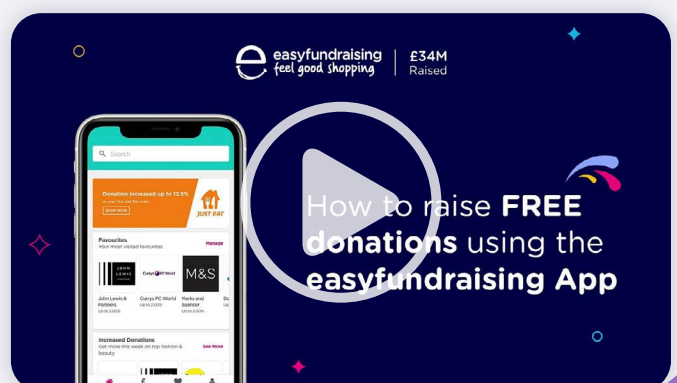


Watch the how to videos to see how easy it is to fundraise

Website



App



5 top tips to raise as much as possible



Become an easyfundraising expert

Book a quick 15-minute coaching call with the easyfundraising team. The team will take you through a demo of the site and give you tips and tricks on how to raise as much money as possible - those causes who book a call **raise twice** as much as those who don't, so it's worth booking yours.



Spread the word loud and clear

The easyfundraising team has created a multitude of assets for you to use to promote your cause to your supporters. There's everything from social media copy and images, WhatsApp messages, posters, flyers, toolkits, and more, which you can download or copy and paste to your channels.



Never, ever miss a donation!

Encourage your supporters to download the Donation Reminder button onto their computer or laptop. When they are shopping online, this will prompt them to earn a donation at the same time.



Get the easyfundraising app yourself

From the app, you can monitor how well your cause is doing, access analytics, and direct message your causes' supporters with encouragement and praise - keeping them motivated and earning.



Ramp up your efforts at peak shopping times

A great way to earn **BIG donations** is when supporters are booking holidays and switching household bills. Peak shopping times like Black Friday and Christmas are the best times of the year to earn extra donations from increased online spending.