

# Welcome to today's session

## Housekeeping:

- Mics on mute please
- Questions in the chat please
- Slides will be shared after the session
- The session is being recorded

**“easyfundraising really is easy!  
Any organisation would benefit  
from using this way of raising  
money, which is completely free  
for supporters.”**

# Your introduction to raising money with easyfundraising

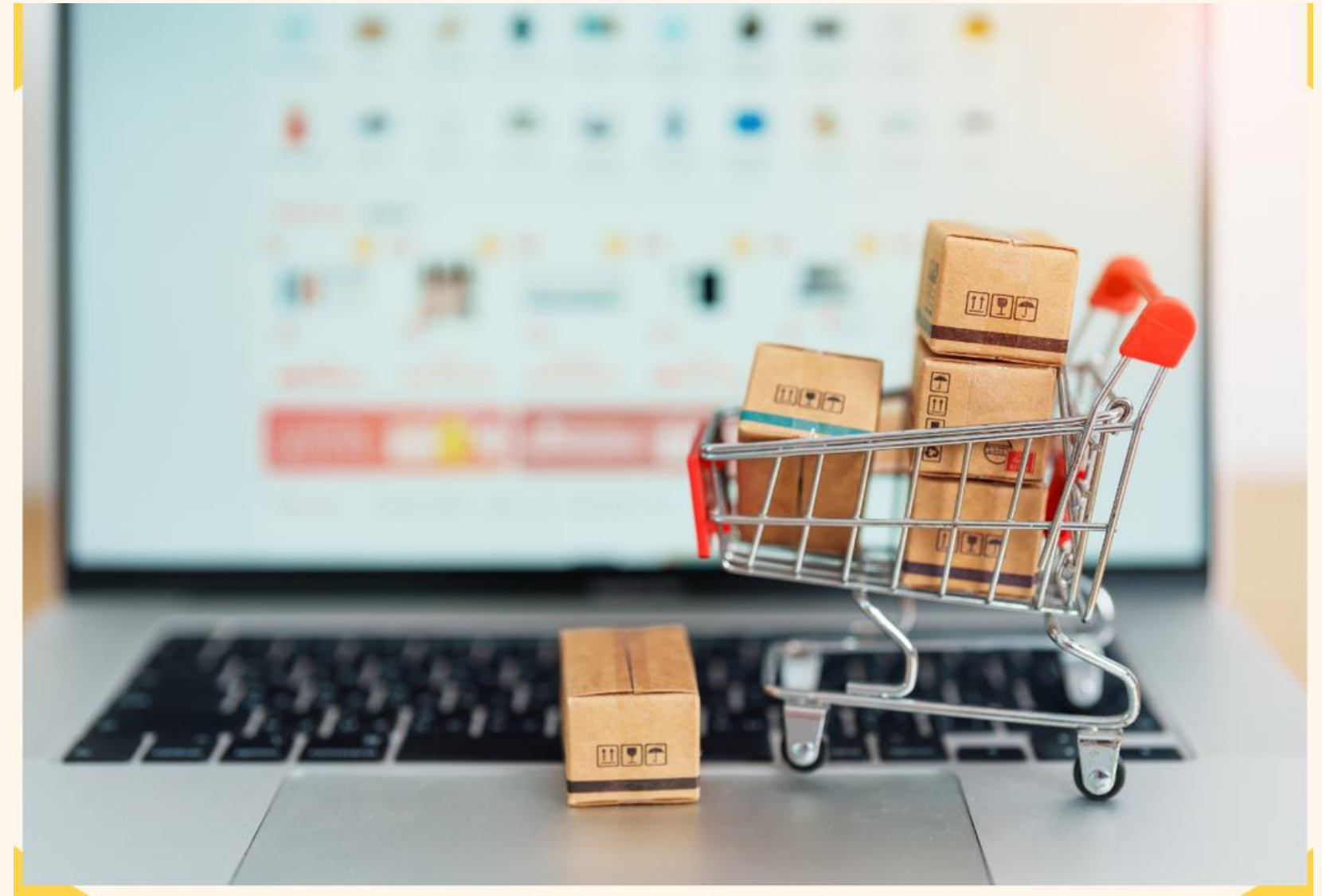
What you'll learn:

- How easyfundraising works
- How to get started
- How to get your supporters involved and raising funds as they shop
- How to boost your funds with easy donation wins



## How does it work?

- ✓ easyfundraising is a totally free and very easy way for your volunteers, staff and supporters to raise money for you as they shop
- ✓ 8,500 online retailers will donate money to your organisation when they shop
- ✓ They simply start their shopping journey at easyfundraising and the retailer will donate a proportion of what they spend back to your organisation - at no extra cost to the shopper



## What do other organisations like about easyfundraising?

- ✓ Free - no cost to you or your supporters
- ✓ Anyone connected to your organisation can support you
- ✓ A way for people to help you without having to 'donate'
- ✓ Unrestricted funding
- ✓ 8,500 retailers will donate



8,500+ retailers will donate to you - for free!



## You can trust us

- ✓ We've been doing this for 20 years!
- ✓ We are members of the Institute of Fundraising and NCVO
- ✓ Trusted by 200,000 good causes
- ✓ Partnered with Cornwall VSF
- ✓ Over £57m raised to date



**Chartered  
Institute of  
Fundraising**



**Cornwall  
vsf**

# 3 easy steps to raising funds

1

2

3



1. Register your organisation for free here:

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

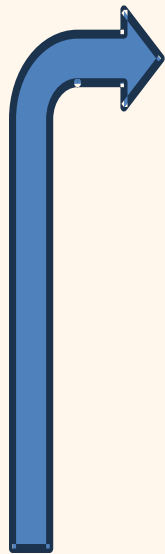


## An easy way to fundraise for your organisation

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

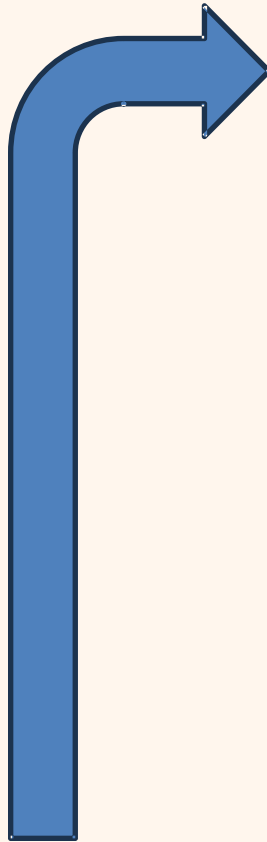
What's your organisation or group name?


Register now






# 2. Your supporters visit your page and choose you as the cause they want to support



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

## Open Table Network

 Canning, Liverpool

£288.15 raised  
13 supporters


[Sign up and support this cause](#)



### About Open Table Network


<https://opentable.lgbt/>

We're a growing partnership of communities which welcome & affirm people who are: Lesbian, Gay, Bisexual, Trans, Queer/Questioning, Intersex, & Asexual (LGBTQIA)+ our families, friends & anyone who wants to belong in an accepting, loving community. OTN is run by & for LGBTQIA+ people. We meet, in person & online, hosted by inclusive churches. Churches don't always feel safe or welcoming. 'Open Table' is your open...

[read more](#) ▾



 Choose cause  **Create account**


 **You've chosen your cause:**  
Open Table Network  
[Change cause](#)

**Email address**  
We will never pass your details to anyone without your permission

**Confirm email address**

[Continue](#)

or

 [Sign up with Apple](#)

3. Then, whenever they shop online, they start at easyfundraising and 8,500 retailers **will donate a percentage of what they spend back to you**— at no extra cost to the shopper!

They get an email letting them know that they have raised funds for you - **just by doing their shopping!**



### Great news - we've tracked your donation for Home-Start Birmingham North West !

Becky, thank you for shopping at Marks and Spencer via easyfundraising, it really helps Home-Start Birmingham North West . The donation will show as 'Pending' on your account until the retailer confirms your purchase or the return period ends.

10/12

Marks and Spencer

£1.48

### Help your cause raise even more!

Get your friends & family raising FREE donations for Home-Start Birmingham North West when they shop online

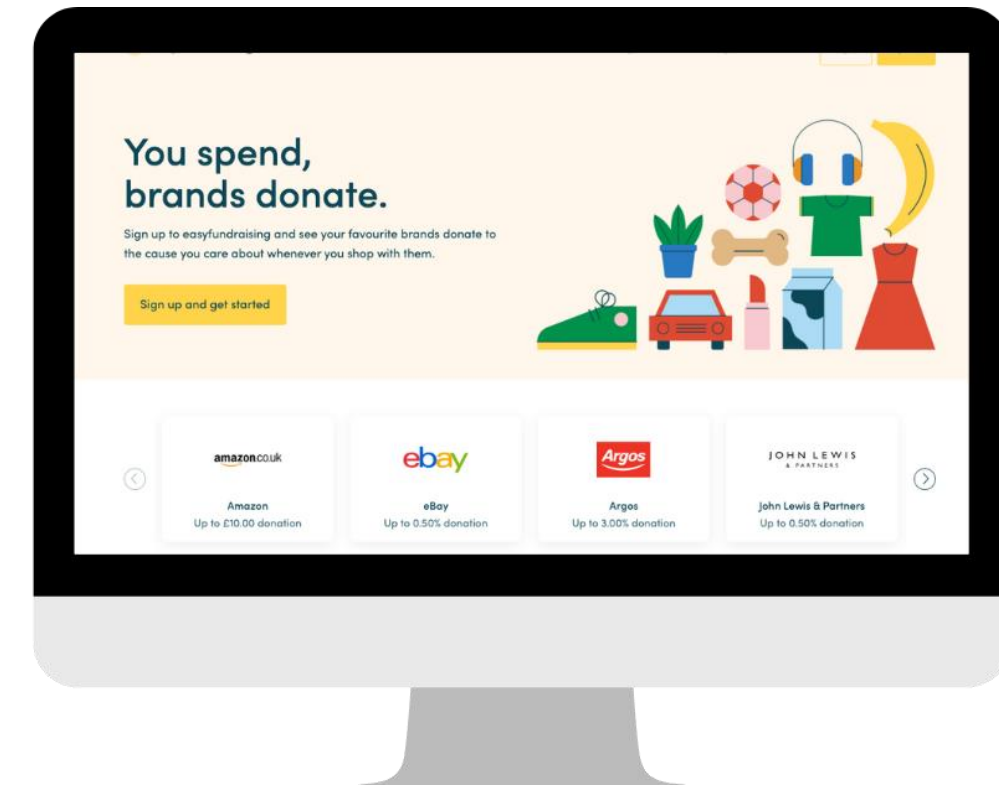
The image is a shareable fundraising graphic. At the top left are two yellow starburst icons. In the top center is the easyfundraising logo. To the right is a circular profile picture of a young child. The central text reads "I've raised £1,714.70". Below this, it says "Home-Start Birmingham North West". At the bottom of the graphic is a dark blue bar with a yellow "Support us" button in the center, flanked by white arrows pointing outwards. Below the graphic are three social media sharing buttons: Facebook (blue), Twitter (light blue), and WhatsApp (green).

Click the buttons to share your invite image

Let me show your supporters  
will raise money for you.....

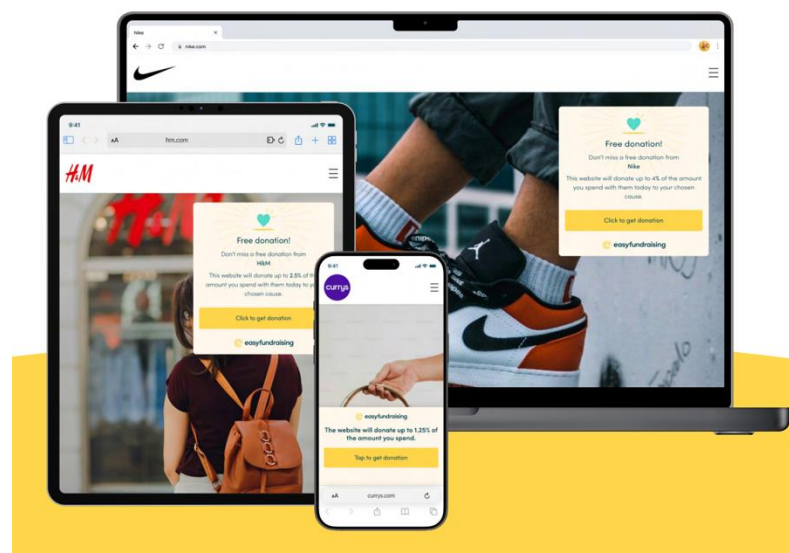
# 3 ways to raise:

- ✓ Via the website
- ✓ Via the app
- ✓ Via the Donation Reminder



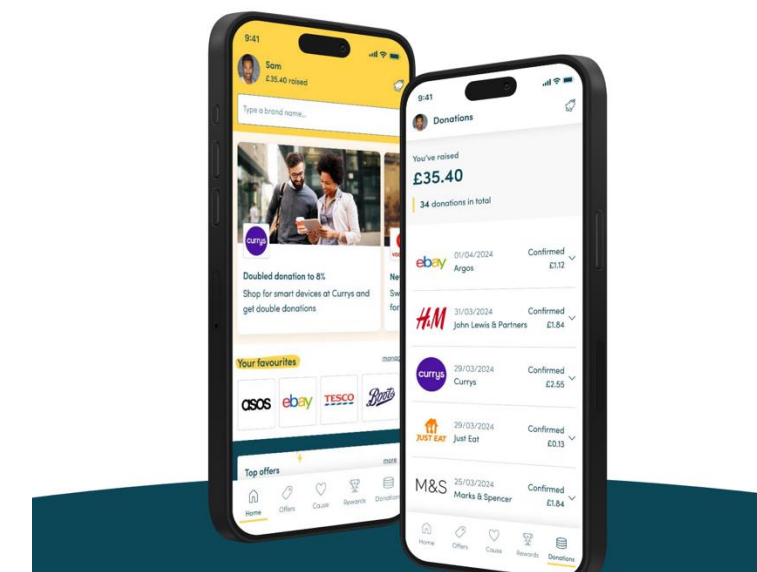
## The Donation Reminder

Never forget to earn a donation when you shop online



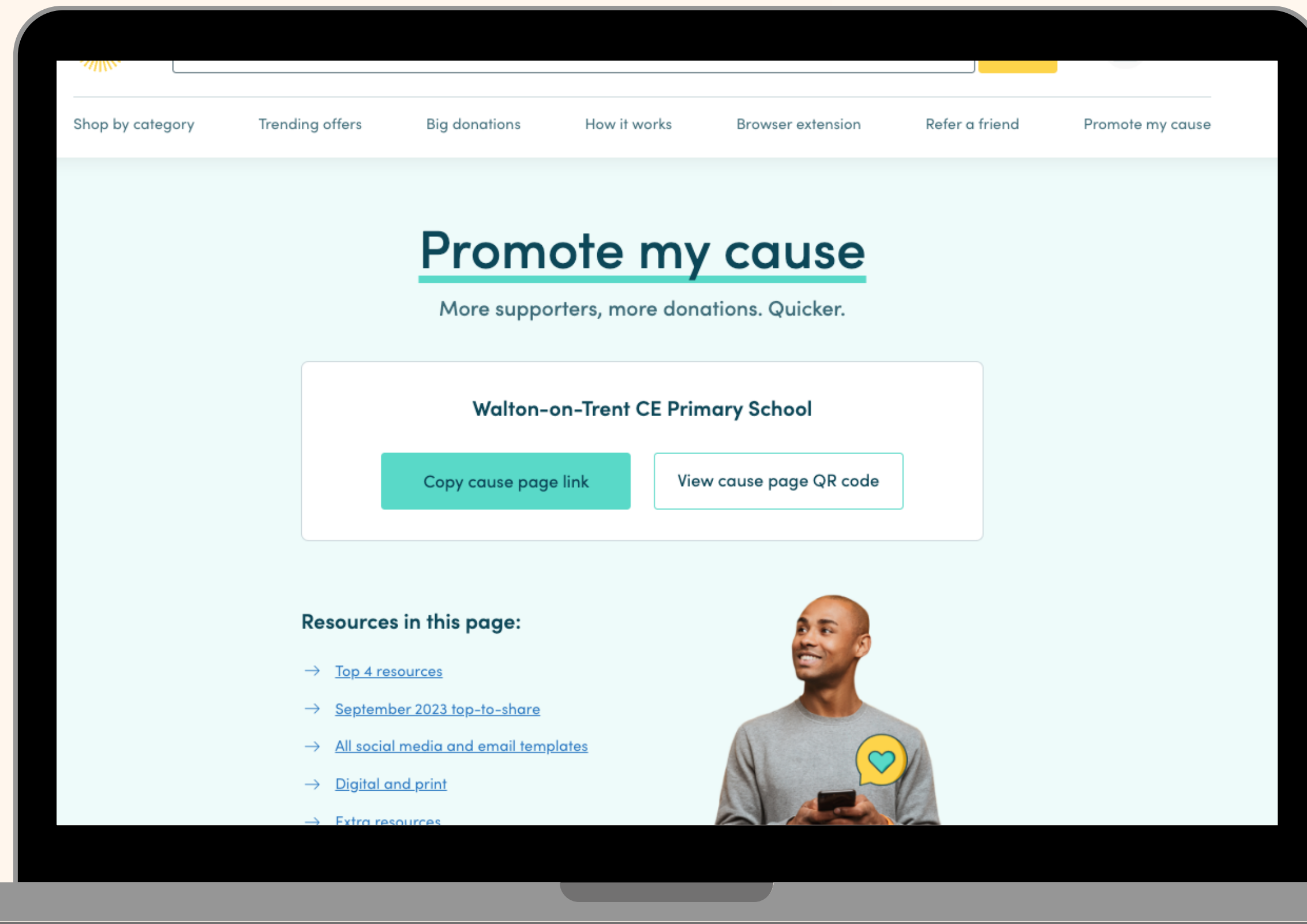
## The app

The easyfundraising app is the quickest way to check on your donations. Get the easyfundraising app to shop with thousands of brands and track your donation progress all in one place. It's available on iOS and Android.



# Getting your supporters on board

# Don't worry! We'll help you get supporters on board



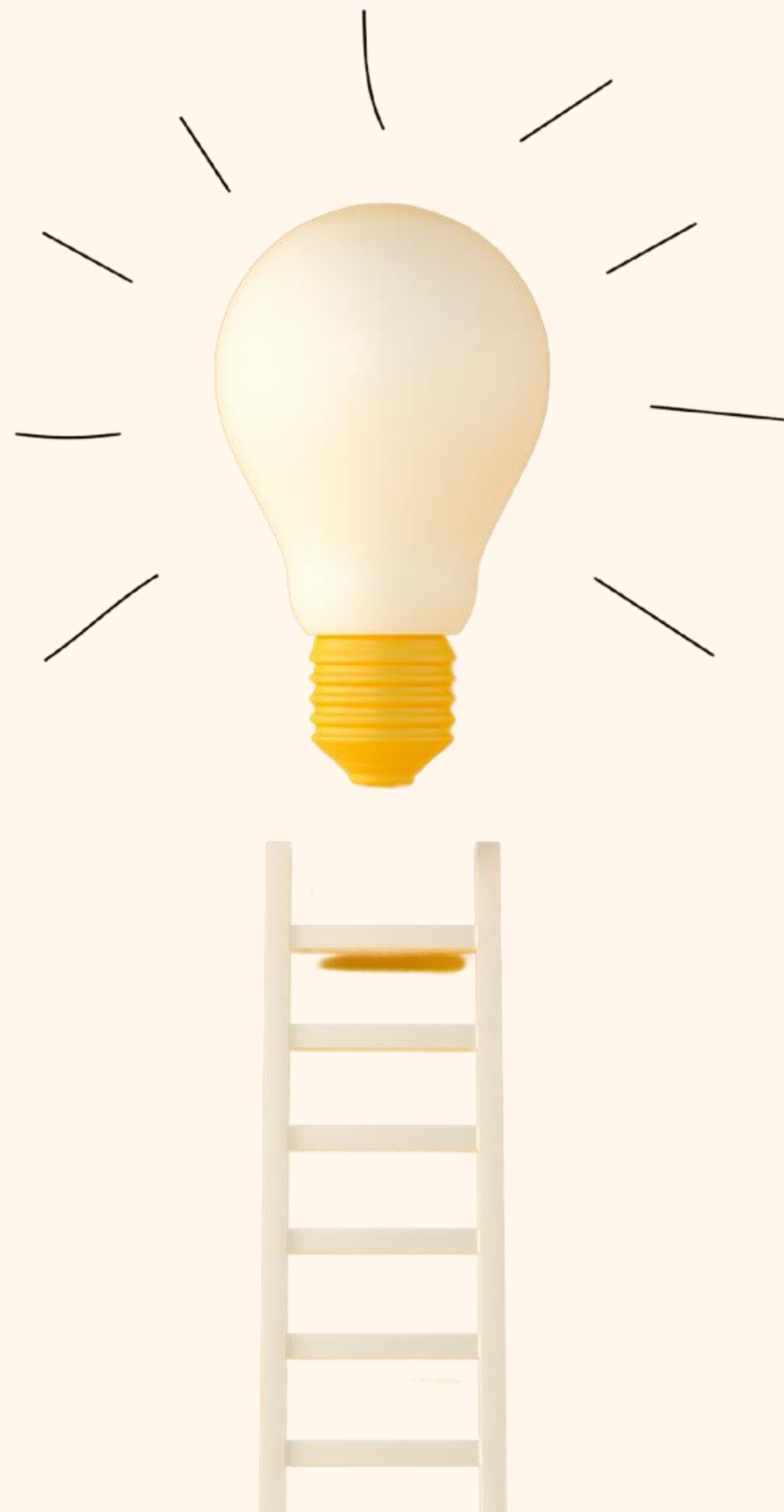
Spread the word using your free [‘Promote my Cause’](#) tools

## Questions you might have....

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



# 5 top tips – making it work for your organisation





# Tip 1 - Donation reminder

[← Back to all resources](#)

## Invite your supporters to raise in seconds with the Donation Reminder

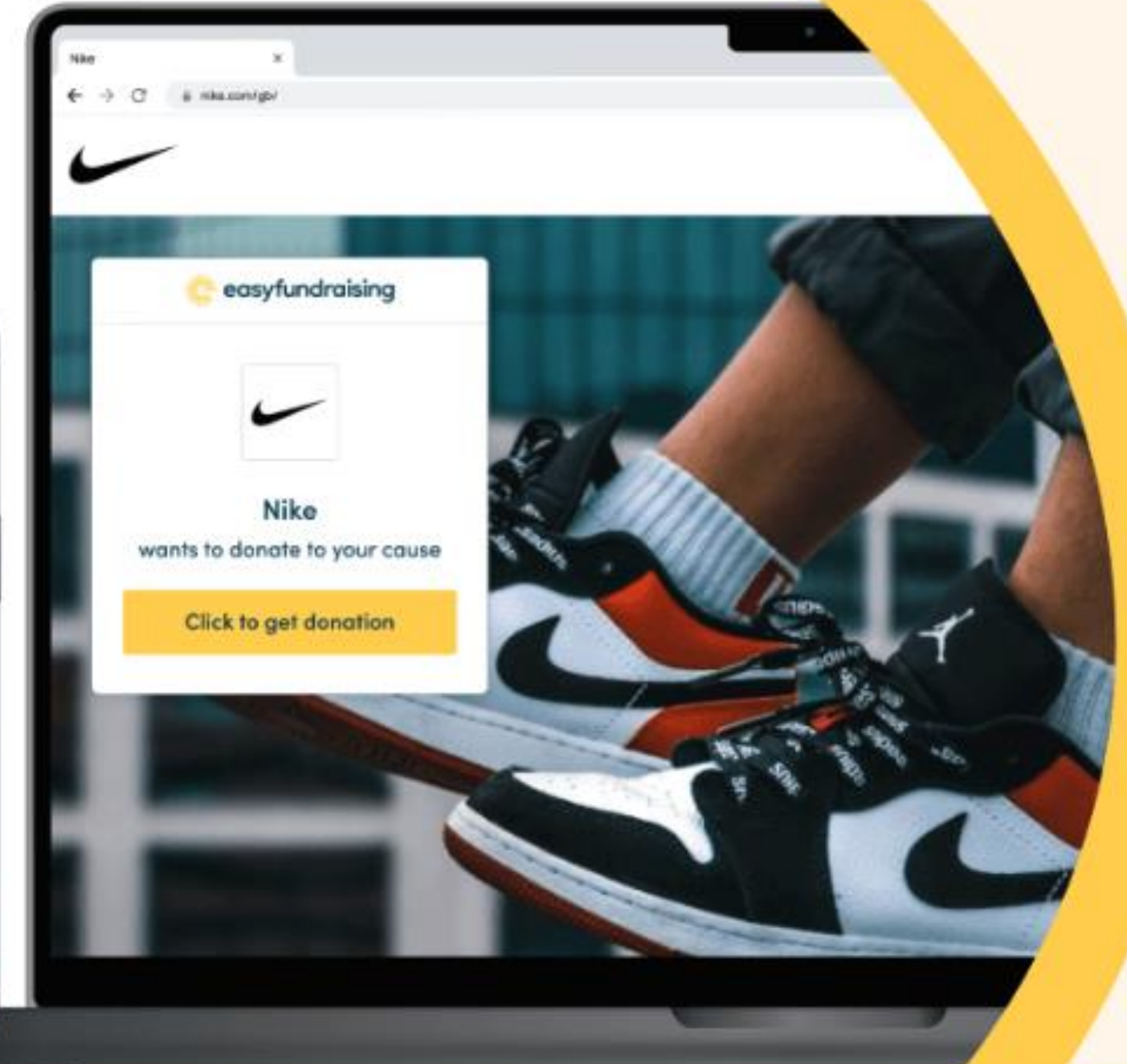
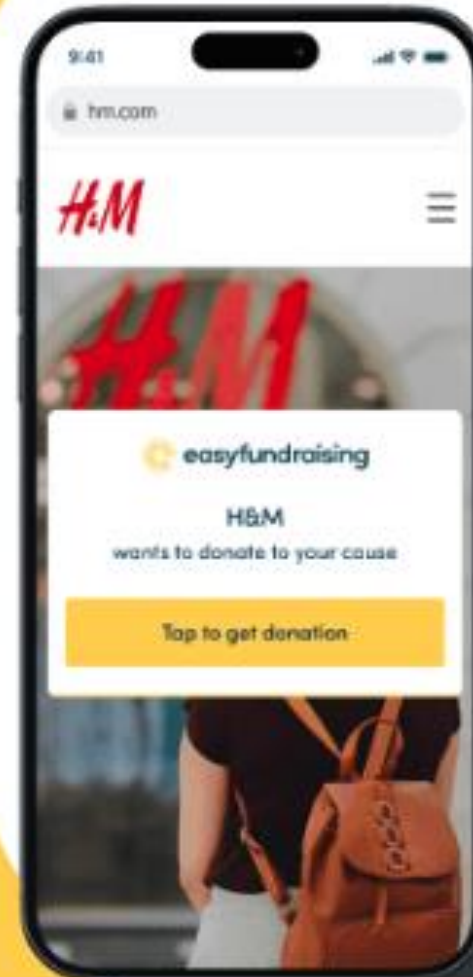
The Donation Reminder is our browser extension that finds donations as they shop. Never miss out on donations for your cause.

Share these to promote the Donation Reminder:

[1 video →](#)

[4 posts & emails →](#)









[4 images →](#)



# Tip 2 - Weekly donations from supermarkets

## AT A GLANCE Supermarket donations

	Home delivery 	
	New customer	Existing customer
	£6	£1
	£6	£1
	£7.50	£0.93
	£3.50	£2
	1.5%	0.5%
	1.50%	0.5%
	5%	1%

 <p><b>Double donation</b></p> <p>Up to £7.50 donation Turn up the heat with Waitrose &amp; enjoy 3 for £12 on meat &amp; fish in the BBQ mix &amp; match offer.</p> <p><a href="#">Shop Now</a></p>	 <p><b>Increased donation</b></p> <p>Up to £7.50 donation Make the most of the sunshine. Great Prices this Summer with Nectar.</p> <p><a href="#">Shop Now</a></p>	 <p><b>Increased donation</b></p> <p>Up to 2.50% donation 25% Off Your First Shop over £60 with max £20 reward and 3 Months Free Delivery.</p> <p><a href="#">Shop Now</a></p>	 <p><b>Increased donation</b></p> <p>Up to £3.50 donation Get 3 for £10 on selected meats at Morrisons.</p> <p><a href="#">Shop Now</a></p>
 <p><b>Triple donation</b></p> <p>Up to 5.00% donation M&amp;S is the home of the dine in. Discover the Gastropub menu for just £6 per person.</p> <p><a href="#">Shop Now</a></p>	 <p><b>Up to £2.50 donation</b></p> <p>Shop tasty summer offers with Asda today.</p> <p><a href="#">Shop Now</a></p>	 <p><b>Up to £3.00 donation</b></p> <p>Any two for £8 on Ready to Cook &amp; BBQ Products with Clubcard Price.</p> <p><a href="#">Shop Now</a></p>	 <p><b>Up to 4.00% donation</b></p> <p>8 for £10 Easy Teas. Better than Half Price!</p> <p><a href="#">Shop Now</a></p>

Minimum spend requirement apply. Full retailer T&C's apply.  
Donation rates may change from time to time, rates above were correct as of 02/12/2024

# Tip 3 - Travel & holidays

- ✓ Raise on everything from flights to foreign currency
- ✓ Wide range of well known travel retailers
- ✓ Raise on trips within the UK and holidays abroad

Travel Categories	Top Brands		Estimated Donations*
Package holidays	 TUI	 FIRST CHOICE	<u>£36.75</u>
Hotels & accommodations	 Booking.com	 Expedia	<u>£10.55</u>
Flights	 virgin atlantic	 BRITISH AIRWAYS	<u>£8.64</u>
Car hire	 Rentalcars.com	 AVIS	<u>£9.27</u>
Airport parking	 Heathrow	 MAG Manchester Airport	<u>£2.34</u>
Travel insurance	 MONEYSUPERMARKET	 Staysure	<u>£6.63</u>



UP TO **£74.18** per trip

Potential raised per supporter

**£370**




Total raised by 5 supporters

# Tip 4 – big one off donations on insurance, broadband, finance and mobiles (200+ retailers!)



LET'S COMPARE DONATIONS

Get the best deal when you compare car and home insurance.

	Donations 	
	<u>Car</u> insurance	<u>Home</u> insurance
<b>MONEYSUPERMARKET</b>	£19	£15
<b>GO.COMPARE</b>	£19	£17.50
<b>Confused.com</b>	£18	£17
<b>U switch</b>	£17	£16
	£12.50	£10



**Tip 5 – Raise for your  
organisation when you buy  
for your organisation!**



## 3 reasons to join easyfundraising:

- 1 A free and easy way for people to help you raise money
- 2 Ongoing, unrestricted funding
- 3 This money is available – get your share!



Thanks for listening! Any questions?

Set your free easyfundraising page up here:

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

Contact me: [becky@easyfundraising.org.uk](mailto:becky@easyfundraising.org.uk)

