



Sector3

# 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**.

“easyfundraising is a great way to raise funds, it is easy to set up and so easy for people to donate whilst ordering items online.”



Nicola, Moss Side Millennium Powerhouse

Used by  
**180,000**  
causes

**£41 million**  
raised to date

Excellent   
3,903 reviews on 

Shop at over **6,800** online sites



# So, how does it work?

easyfundraising enables organisations to raise money when volunteers, staff and supporters shop online. 6,800 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!

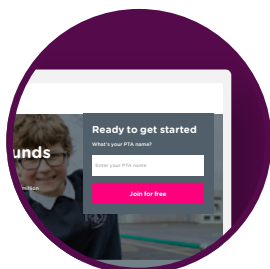
## What do other organisations think?

“ I cannot help but recommend easyfundraising. It is such an easy way to raise funds - all just buy online just as you always have done, but the difference is, with easyfundraising the retailer you buy from gives a donation to your organisation, just for doing what you normally do. RSPB Macclesfield have raised over £1000 already. Register and start benefitting. ”



Derek, RPSB, Macclesfield Local Group.

## How to register your organisation:



Visit this page to register:

[www.easyfundraising.org.uk/s3-stockport](http://www.easyfundraising.org.uk/s3-stockport)

# 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: <b>www.easyfundraising.org.uk/s3-stockport</b>			
2	<b>Book your coaching session</b> - 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/s3-stockport](http://www.easyfundraising.org.uk/s3-stockport)**

# Frequently Asked Questions

## + **My organisation isn't a charity - can we still use easyfundraising?**

Yes - you don't need to be a charity to use easyfundraising

## + **Will it cost us anything?**

No - easyfundraising is completely free to register and use for both you and your supporters. And your supporters will not be charged anything extra on their shopping either.

## + **Who can support us?**

Anyone who wants to help your organisation raise money can support you via easyfundraising. This could be staff, volunteers, service users, friends and family for example. All they need to do is select your organisation as the one they want to support when they shop.

## + **How do we tell our supporters about this?**

When you have registered, you'll have access to a wealth of free fundraising tools to help you get your supporters on board, including social posts, website banner and wording, posters, flyers and presentations.

## + **How do we get started?**

Visit [www.easyfundraising.org.uk/s3-stockport](http://www.easyfundraising.org.uk/s3-stockport) to register. It only takes a couple of minutes and is completely free.

## + **How do we get our donations?**

Providing you have raised over £15, easyfundraising total up all the donations raised by everyone supporting your organisation every three months and send them to you by bank transfer or cheque. There is no charge for this. If your organisation hasn't raised over £15 in the previous three months, the amount simply rolls into the next payment instead.

## + **What support will we get?**

When you register, you can benefit from a one to one call with a member of the easyfundraising coaching team at a time to suit you.

You can also get in touch with our Account Manager Becky Coleman who will answer any questions you have - [becky@easyfundraising.org.uk](mailto:becky@easyfundraising.org.uk)

## + **How does easyfundraising make money?**

Like price comparison websites, easyfundraising makes money through affiliate marketing. This means that retailers pay them commission each time a sale is made through their site and they pass at least 50% of this on to your organisation. The donation rate shown on the website is what's paid to your organisation when one of your supporters buys something from a retailer.